



BACKPACKING TOURISM IN TAMPERE

Diego Rivas Rodríguez

Bachelor's thesis
April 2011
Degree Programme in Tourism
Tampereen ammattikorkeakoulu
Tampere University of Applied Sciences

TAMPEREEN AMMATTIKORKEAKOULU
Tampere University of Applied Sciences

ABSTRACT

Tampereen ammattikorkeakoulu
Tampere University of Applied Sciences
Degree Programme in Tourism

RIVAS RODRÍGUEZ, DIEGO: Backpacking Tourism in Tampere

Bachelor's thesis 61 pages, appendixes 11 pages
April 2011

The overall purpose of this study was to understand why youth travellers are visiting Tampere and the possibilities of Tampere for being a backpacker destination. Tampere has developed recently a network of accommodations, transportations and visitor activities designed specifically for all kinds of tourists. The purpose of the bachelor's thesis was to find out how the backpackers feel once they are in Tampere and if they consider the city as a current or potential backpacker one. In addition, it also describes the points of view of the independent backpackers' accommodations to gain their perspective on hosting a multi-cultural clientele and at what level they can expand this market in Tampere.

By using Tampere and Dream Hostel as a case study, this thesis has explored, quantitatively and qualitatively, the perspectives of backpackers: their self-perceptions, their travel motivations, their needs and expectations for accommodation. For the qualitative research, the data were collected by using quantitative methods, from fifty-two structured questionnaires to travellers, one questionnaire to the owner of the hostel and by using questionnaires to other international tourists and to local people. A framework for backpacking tourism by using definitions, motivations and perceptions was created in order to understand this concept and see the real possibilities to develop backpacking services in Tampere.

The majority of the participants believed that Tampere is a new destination where culture and nature are its main assets. These results suggest that more promotion of Tampere as a backpacking destination might be beneficial for the local economy and host community. The findings indicate that backpacking in Tampere is increasing due to a new hostel and also new routes offered by low-cost airlines that are spreading out the word about Tampere as destination. Further research is required to evaluate this topic.

Key words: Backpackers, independent travellers, travel motivation, needs for accommodation, host community.

CONTENTS

1 INTRODUCTION	5
2 THEORETICAL FRAMEWORK	7
2.1 BACKPACKER LITERATURE	7
2.1.1 WHAT IS BACKPACKING WITHIN TOURISM?	8
2.1.2 THE LIMITATIONS OF NOMENCLATURE	11
2.1.3 GATHERING PLACES: THE GROWTH OF MAINSTREAM BACKPACKING	12
2.1.4 SOCIAL INTERACTIONS OF BACKPACKERS	13
2.1.5 CONSIDERATIONS TO TAKE INTO ACCOUNT ABOUT BACKPACKING	15
2.2 INFLUENCES OF AGE, MOTIVATION AND LIFESTYLE ON TRAVEL BEHAVIOURS	17
2.2.1 PHYSICAL VERSUS COGNITIVE AGE	17
2.2.2 BACKPACKERS' TRAVEL MOTIVATIONS	18
2.2.3 LIFESTYLE SEGMENTATION	23
3 THE ECONOMICS OF TOURISM	25
3.1 TOURISM INDUSTRY IN TAMPERE	26
3.2 BACKPACKING INDUSTRY IN TAMPERE	28
3.3 DREAM HOSTEL IN TAMPERE	28
3.4 ACCOMMODATION FOR BACKPACKERS IN TAMPERE	31
4 MARKETING RESEARCH	32
4.1 QUANTITATIVE RESEARCH.....	33
4.2 EXPLORATORY SURVEYS	34
5 PERCEPTIONS AND MOTIVATION	36
5.1 DEMOGRAPHIC PROFILES	36

5.2 SELF-PERCEPTIONS	39
5.2.1 PERCEIVED AGE	40
5.2.2 SELF-IDENTIFICATION	40
5.2.3 BACKPACKERS' MOTIVATION AND EXPERIENCES	43
5.3 INTERNATIONAL PERCEPTIONS ABOUT BACKPACKERS' ACCOMMODATIONS	46
5.4 WHY CHOOSE BACKPACKERS' ACCOMMODATION?	47
5.4.1 AVAILABLE FACILITIES	48
5.4.2 PRICE	48
5.4.3 SOCIAL INTERACTIONS	49
5.4.4 ACCOMMODATION OF CHOICE	49
6 NEEDS, USAGE AND DREAM HOSTEL RESPONSE	50
6.1 NEEDS AND PREFERENCES OF TRAVELLERS	50
6.1.1 SLEEPING FACILITIES	51
6.1.2 SELF-CATERING / KITCHEN	51
6.1.3 COMMON SPACES	52
6.1.4 ACCOMMODATION SIZE	52
6.1.5 LOCATION AND SAFETY	52
6.1.6 HOST / GUEST INTERACTIONS	53
6.2 HOLIDAY PLANNING AND BOOKING	54
6.2.1 BOOKING PATTERNS	54
6.2.2 WORD OF MOUTH	55
6.3 INDUSTRY PERSPECTIVES AND RESPONSE TO MARKET NEEDS AND EXPECTATIONS.....	55
6.3.1 HOSTS' OBJECTIVES, EXPECTATIONS AND BENEFITS	56
6.3.2 FACILITIES AND SERVICES	57
6.3.3 MARKETING AND SERVICES	57
7 CONCLUSION	60
REFERENCES	62
APPENDIXES	66

1 INTRODUCTION

Backpackers are defined generally as young adults who find themselves at a crossroads on their life-paths and decide to travel in search of fun, adventure and personal development. In the past few decades backpacking form has become popular within tourism, as is evident with the development of backpacker specific establishments across the globe. Youth travel is not a new trend as travellers of all ages have been travelling independently for centuries. This research focuses on backpackers who recently travelled to Tampere and used the new accommodation for backpackers and on the improvements and promotion that can be done.

The time spent for tourism is much rewarded and to a certain extent a travel experience should be considered a valuable asset in youth. The aim of this research is to explain and suggest to the readers to experience something similar based upon this study focused in the city of Tampere. The objective and basis of this research is to claim that backpacker tourism is moving from a non institutionalised activity to an institutionalised activity due to the network of hostels, among others, and therefore to observe the backpackers` impacts in Tampere. The objective of the bachelor's thesis is to analyse the current situation of the backpacking tourism in Tampere and to find out if the infrastructure offered for backpacker travellers is sufficient and suitable to satisfy the needs.

The research problems of the bachelor's thesis are:

1. What does the term backpacker stand for in the tourism field?
2. How is the situation in Tampere for backpackers?
3. What are the implications of the hostel in order to expand this kind of tourism in Tampere?
4. What are the main motives of the backpackers to travel (including to Tampere)?

5. How is the industry in Tampere responding to these travellers (facilities and marketing aspects)?
6. Is Tampere a suitable backpackers' city?

This research will attempt to provide additional information and strategies for continuation of developing backpacking tourism in Tampere.

2 THEORETICAL FRAMEWORK

In this chapter the meaning of backpacking, with its main theories and the different perspectives that several authors have about what is the motivation to travel, are described. Youth hostels are also present here by being the main hubs where backpackers can gather and socialise together, taking into consideration as well that the majority of backpackers have a lot of characteristics in common. According to Go Tampere Oy statistics and the perception of the writer, this type of travel is getting more importance and acknowledgement within the tourism industry.

2.1 Backpacker literature

Backpacking tourism is without doubts a controversial subject as it is not yet considered as a desirable type of tourist activity or qualifies as alternative tourism. The research in backpacking is relatively new, as the first studies are dated at the beginning of the 70`s. Some structure to follow within the backpacker literature is as follows:

- creating and refining definitions
- checking motivations behind this travel choice
- backpackers' gathering places
- social interactions amongst travellers and local people

The word "backpacking" has two meanings according to Lominé, L. & Edmunds, J. (2007) *Key concepts in Tourism*:

- It sometimes refers to a form of rural tourism that involves both hiking/trekking and camping, with food supplies and camping equipment carried in a rucksack. Trips may be as short as a weekend, though they can last much longer.
- It sometimes refers to a form of low-cost international travel, usually by young people, typically as part of a gap-year experience; backpackers are used to travel in the interest of mobility and flexibility.

2.1.1 What is backpacking within tourism?

Both terms “backpacker” and “backpacking” are widely used by and within the tourism industry, participants and host communities. Erik Cohen (2004b), one of the first to research about this term, wrote about a new class of travellers that began to emerge in the 1960s and 1970s, being their roots the hippie trail of the 1960s and 1970s. According to Cohen, drifters travel for long period of time, searching to live and eat like the people they visit and very frequently take odd jobs to support themselves. He found the origins of drifting several years after the end of World War II when students and other middle class young people began hitchhiking their way through Western Europe.

The difference between the terms tourist and backpacker has been debated through years and it is still not clear. Actually, the academic interest in backpacker tourism research has grown in recent years. Cohen stated that the tourist is “a voluntary, temporary traveller, travelling in the expectation of pleasure from the novelty and change experienced on a relatively long and non-recurrent roundtrip.” (Cohen 2004c, 23). He has made a classification of tourist into four different travel roles: organised mass tourists, individual mass tourists, explorers and drifters. Organized mass tourists are the ones that travel in groups on pre-planned and pre-purchased trips without almost any input to daily decisions. Individual mass tourists pre-purchase some elements of their trip (like accommodations, airline tickets) but have flexibility in daily choices and travel without a group. An explorer likes to avoid the mass tourist routes and destinations but “nevertheless looks for comfortable accommodation and reliable means of transportation – – He tries to associate with people he visits – – but still does not wholly immerse himself in the host society.” (Cohen 2004b, 43). And drifters travel outside tourism infrastructure, comfort accommodation or transportation. The adventurers can be added to this type of tourist.

Cohen stated that “neither of the opposing conceptions is universally valid – – Different kinds of people may desire different modes of touristic experiences; hence, the tourist does not exist as type.” (Cohen 2004a, 68). Uriely says that travel is complex and undefined and affirms that “homogenizing portrayals of

the tourist as a general type to pluralizing depictions that capture the multiplicity of experience.” (Uriely (2005, 200).

Backpackers have been identified as having “a preference for budget accommodation, independently organized travel and emphasis on meeting other travellers, longer rather than brief holidays, and an emphasis on informal and participatory holiday activities.” (Nash 2006, 526).

In the 1970's the research concerning this topic focused more on the differences between the “institutionalized” tourist and the “non-institutionalized” tourist in order to find out the main identity that is nowadays more considered as backpacking tourism within the tourism industry (Ateljevic 2004, 61). Cohen (1973) associated drifting with the drug culture happened in the 1960s and this drifter was characterised as an escapist from the teenage. Cohen (1973, 100) modified his definition of drifter from the original one he had suggested in 1972, making then four subcategories, from the full-time adventurer (his original drifter) and itinerant hippie, to the part-time mass-drifter (a college person who is out to see the world, but who fosters the drifter in lodging, transport and food) and the fellow-traveller (short-term hippies). However, Riley talks about the term budget traveller as “this is the term most frequently used by the travellers themselves.” (Riley 1988, 316–317).

But until the 1990's the term backpacker as a traveller, did not emerge in the academic literature. At this stage, a wide range of research began to appear ranging from studies concerned with what motivates backpackers to travel, backpacking as a culture and the backpackers' motivations (Ateljevic 2004, 65–66) to the impacts that backpackers have on their host environments and communities, and how these influences have the power to develop new interactions. Pearce in 1990 introduced the term backpacker noting that it is already widespread within the Australian budget travel industry which was at that moment quite on the spot for backpacker travellers. Pearce asserted that “backpacking is best defined socially rather than with economic or demographic terms. Being a backpacker is an approach to travel and holiday taking rather

than a categorisation based on dollars spent or one's age." (Pearce 1990, 1.)

He considers and believes that backpackers are primarily defined by:

- a preference for budget accommodations
- social interactions with some other travellers
- independence and flexibility in their plans
- preference for longer rather than brief holidays
- significance on holidays that are informal and participatory

Tourist or traveller are terms still not clear within the tourism industry and individuals sometimes describe themselves towards one term or the other without having an accurate idea of what both terms mean. Unfortunately in many cases, according to Hampton (1998), the backpacker figures are not considered by tourism officials around the world concerning their economy, and this is due to the lack of detailed information. In Australia, being the main focused and developed place for backpackers, backpackers are defined simply as visitors who "stayed for at least one night of their trip in a backpacker hotel or youth hostel." (Australia Bureau of Tourism Research 1999). However, Sorensen (2003) argues that backpackers no longer fit with the description of drifters as initially said because he says that it is an old description, but he agrees that they are future pillars of the society, temporally leaving from the affluence, but with intentions to return to normal life.

Backpackers, normally youth from the developed world, embark on long trips to multiple destinations in the developing world (Noy 2004, 79). They are quite conscious and concerned (Noy 2004, 79 and O'Reilly 2006, 199) with making sure that their experiences abroad are real and authentic. It is of significance to mention that backpackers believe that they do not need to arrange many things for the travel and therefore avoid utilizing institutionalized travel services; therefore the more natural and individual the more real and authentic the trip is. Tourists take pictures whilst travellers take memories. Most studies of backpackers have indicated that more than 80% of backpackers are less than 30 years of age (Richards & Wilson 2004a). Australia is the most attractive place for backpackers, where it is estimated that they account for 8% of the international tourists (Loker-Murphy & Pearce 1995). Collectively, the

backpackers are the ones who are shaping the backpacker industry with their own characteristics, taking their own decisions, making their own ways and getting their own authenticity out from their experiences.

2.1.2 The limitations of nomenclature

Nomenclature itself disrupts communication both and between academia and industry experts. How could the backpackers be classified? This word is a good example of the limitations of a term. Are backpackers classified as adventurers, explorers or even independent travellers? This complex term within the tourism industry and its different derivations (backpacker, backpack and backpacking) can be nouns, verbs or adjectives. Every year backpackers continue to expand their presence around the world and as a result the amount and diversity of backpacker research and literature is growing. At some point the nomenclature related to this topic can be repetitive and imprecise at times. For example, one can be a backpacker, can backpack, choose backpacking as a form of travel and can stay at a backpackers' accommodation. Following to the previous statement, a person never needs a backpack to backpack. Backpackers have been understood as a homogeneous type of tourists even though the late studies point out that this kind of tourism is becoming increasingly heterogeneous.

This thesis also seeks, from the academic point of view, to describe accurately the definition of this term by reviewing some literature and backpackers' main motivations to travel. And from the industry point of view, the thesis supports the idea that backpacking could contribute to the tourism industry and local destinations as a matter of social immersion and the perceived identity that those backpackers can achieve whilst travelling. Youth hostels are important gathering places on backpacker's routes used by these youthful and energetic travellers, spending most of the nights at these hostels. Therefore, it is considered as an essential issue in this thesis to collect the descriptions and opinions that the guests at "Dream Hostel" have concerning this term. Even though these searches, the nomenclature regarding this topic will be open and

variable as backpacking is such a phenomenon so present nowadays within tourism and in continuous evolution. This thesis has reviewed some other literature in order to check the previous studies related this topic and can also add some new findings for future researches and more especially to the backpacking field in Tampere city for continuous development.

2.1.3 Gathering places: The growth of mainstream backpacking

Already in 1976 Vogt spoke about the need of some place to gather, where travellers could physically and psychologically recover by being amongst some other people with similar values and interests. By the 1990s the tourism industry started to perceive the economic impact of backpackers. Therefore the research tends to be more practical (review from those backpackers as a phenomenon) rather than simply theoretical. As a consequence of this growth, the infrastructure is reinforced for this type of travel. Backpackers are generally viewed as an alternative to mainstream tourism.

The profile of backpackers tends to be middle-class English-speakers from some developed countries (such as Germany, the UK, the Netherlands and Scandinavia). The favourite destinations are mainly Australia for Europeans and the emergence of circuit and fashion destinations such as Eastern Europe and even some backpacker's ghettos like for instance the area of downtown Bangkok. Lominé, L. & Edmunds, J. (2007) pointed out that it is also important to mention, from the anthropological point of view, the development of rites of passage activities (like for instance Australian backpackers working in pubs in London) and all the mythology surrounded. From the philosophical aspect, one must point out the desire during the travelling to be independent and yet to interact with others (both locals and tourists). And referring to the cultural point of view, it is important to remark the aim of developing a cheap travelling lifestyle, the hostels and the guidebooks being clear references nowadays for backpackers (for instance, the lonely planet travel guide volumes).

It is clear then that the backpacker movement is tangible and with different tendencies at time, having an acknowledgment of a social and economic phenomenon within the tourism industry. However, Noy (2004) and O'Reilly (2006) claim that in general the differences between backpacker travel and other types of tourism have been decreasing over the decades and this can lead into other types of tourism. Cohen sees "an emerging gap between the ideology and practice of backpacking. He also notes that, as backpacking has changed over the years, it has also diversified" (Cohen 2004). Ateljevic and Doorne (2000b), assure that long-term budget travellers believe that their travel ideologies and aims differ significantly from mainstream backpackers and fool the mass tourists for their pre-planned and organised package tours. They perceive that mainstream backpackers' goals are to party and have lots of fun rather than try to understand and interact at same level with their host country and communities. This is the main reason of why a new wave of anti-backpackers has emerged; travellers who claim that the worst travellers they meet are precisely backpackers. Nevertheless, backpacker as itself is clearly an identity whilst backpacking as a type of tourism does not differ much from the mainstream. Both terms can be seen as the opposite sides of the same coin.

2.1.4 Social interactions of backpackers

Some studies of backpackers' social interactions consider what initially Cohen (1973) and Vogt (1976) referred to that those drifters and wanderers, budget travellers and backpackers, tend to make acquaintances and move on quickly ahead towards their paths. Riley (1998) assures that one clear goal for backpackers is to elaborate personal status through stories about life on the road and knowledge of the best bargains and values. Murphy (2001) points out that the aim of social interaction with travelling colleagues or travel mates is not as important as the desire for budget accommodations as a motivator for backpackers. Youth hostels are key locations in the travelling world of backpackers, serving as crucial hubs on the circuits they traverse during their journeys. Backpackers use these hostels in order to meet other backpackers,

gather new information and decide what to do and where to go. Travelling alone is not a problem, as it is understood to be a part of the travelling activity. Word of mouth is highly appreciated at this stage and therefore it is considered to be such a valuable source for backpackers. In the hostels, the owners and workers can also have a very important role concerning this matter, by giving out new information and important hints.

Riley (1988) states that backpackers have similar interests to other travellers but are more limited in daily expenditures because of the whole duration of the trip. While backpackers claim that they want to immerse in the host society, although this is a less important motivation for travel than it used to be, their current actions do not reflect this ideology. In reality, most backpackers' actions are self-focused rather than host-focused and it is relevant to see the capacity of the backpacker to immerse him/herself into the social-cultural aspect of the country visited.

Backpacker tourism, as a form of responsible tourism, can facilitate the achievement of local economic and non-economic development objectives, while reducing the impact on the natural environment (Visser 2004). Furthermore, Scheyvens (2002) notes that backpackers spread their spending over a wider geographic area, bringing benefits to the different regions. According to Scheyvens (2002), there is not anymore the stereotype perception of backpackers being poor and kind of different travellers. However, recent research has actively reinforced that backpackers' interactions with each other are more important than their interaction with their hosts and host communities (Murphy 2001 & Elsrud 2001).

Further than this, Binder says that, "While social scientists are looking for a morally deep involvement with the host cultures, backpackers see their brief contacts with other backpackers, taxi drivers, hostel owners or people sitting next to them on buses as sufficient 'otherness' in contrast to the experiences they usually have at home." (Binder 2004, 97).

2.1.5 Considerations to take into account about backpacking

Backpackers can be identified as they share common things between them concerning travelling matters. Backpacking is without doubts a state of mind and is about personal development. As average, backpackers spend longer periods of time and travel further compared to other tourists. They are most likely willing to organise their own trips and a standard backpacker can be educated, young, adventurous and concerned about prices once on the trip. Most studies of backpackers have indicated that more than 80% of backpackers are less than 30 years old (Richards & Wilson 2004a). Collectively, backpackers give shape to the backpacker market that has emerged within the larger industry.

The main common characteristics of backpackers could be as follows:

- Preference for budget accommodation. The majority of them stay at backpacker hostel, being cheaper than other accommodation alternatives. This budget accommodation is also the main hub to meet other travellers and to gather information.
- Willingness to meet and interact with local people. By meeting local people and discovering new cultural issues, backpackers can gain memories and experiences that will rest in their mind. This is one of the main motives why backpackers choose this type of travelling.
- Price-conscious travellers. Backpackers have money, contradicting many saying that they are poor travellers. However, they just value the money and they get attached to their budget in order to balance and supply their expenses. The main reason to do that is to lengthen the travelling period.
- Independent organised traveller and flexible about the dates. Backpackers are taking their itineraries in a flexible way and they travel more than some other types of tourists. They normally book on their own ways and they really want to experience diverse activities.
- Active travellers. Backpackers seek for new situations every day during their trips. Especially, they seek for those activities that require active

participation and are attractive and adventure ones. Normally, many of these activities allow the backpackers to interact with local people and also with the local environment, which is a benefit for both sides.

- Large proportion of international visitors, mostly young, between 20 and 35 years old.
- They normally use coach and bus in order to travel, even though the low cost flight companies are also popular among them. They may also work at some point of their stay in order to get some extra cash to keep on travelling.
- The dormitory room at a backpacker hostel is the most common and low cost short term accommodation for backpackers. Through the years this type of accommodation has been changing towards better facilities.

The main reasons for backpackers to choose this type of accommodation (youth hostels) are:

- Prices. Relatively low compared to other hotels or bed & breakfasts.
- Common areas: these places encourage backpackers to meet each other and interact in order to get to know more people and also to gather some useful information. Common areas could be the kitchen, the living room, the bar, etc.
- Hostels are less formal than hotels. The staff is also more friendly and close to the backpacker than in a hotel. The hostel staff is also useful in giving some new tourist information (places to eat out, go out, cultural facts, etc.), advising and also offering new activities or tours to the guests (sometimes chargeable and other times not chargeable).
- Hostel facilities. Recently many hostels have started to offer many facilities in their establishments, such as card games competitions, billiard, internet access for free, DVDs to watch free of charge, book swap days, etc.

Backpackers make their own decisions about where to go, what to do and how to spend their money, who to talk to, being inspired by the possibility of being in their own thoughts and imaginations. These thoughts and imaginations are

constantly changing and transforming in relation to their cultural experiences. Most of them believe that being a backpacker is useful for the future as a way of self-development that can help them with any problems in the near future. This self-development is synonym of freedom and it brings responsibility to the person. Backpackers can also contribute to the local community as they can search for goods or things needed for their trips without being very demanding, even though this matter can be argued. However, the local community should be always aware of this circumstance and also offer good services to benefit both. Backpackers agree that their trips have a very rewarding end and no regrets come to their minds about the decision taken during the trip and the money spent.

2.2 Influences of age, motivation and lifestyle on travel behaviours

Even though most of the people assume that backpackers are mainly young travellers, there are also travellers of all ages travelling around the world, especially nowadays when there are more connections and possibilities than before. Therefore, there are always different motivations and travel behaviours and at any age the motivation to travel can be shown in different ways.

2.2.1 Physical versus cognitive age

Physical age is not a relevant indicator of what interests people who travel and how they behave once travelling. Mochis says that “because people age differently, and aging is inherently multidimensional, a wide variability in attitudes, behaviours, and abilities exists – – even among people of the same age.” (Mochis 1993, 44). However, nowadays it is still difficult to establish some age classifications as there is not enough consistency with the age figures. Another fact is the mobility of population and therefore its age, so it has been difficult to researchers to range the age. Several researchers perceive the age in different ways, describing the cognitive age as how old a person feels himself (you are as old as you feel). This term indicates a positive level of life-

satisfaction and attitudes. A person can feel as young as he/she believes in order to travel and be strong enough to go through the challenges that he/she planned beforehand. In fact, while travelling, all generations can socially interact with each other.

2.2.2 Backpackers' travel motivations

The motivations that backpackers normally have, answer to the question why do people travel? The travel motivations can be basically described as the needs and attitudes that predispose a potential tourist to achieve some specific goals. Travellers are mainly "pushed" to travel by two different aspects: to approach to something by seeking and to avoid something by escaping. Escaping and searching are terms related to each other when travellers' motivation is defined. Several studies have been carried out in order to search for the motivations of travellers and most of them have described the self-development (by having cultural experiences), relationship building and escapism to be a very common reason among travellers nowadays; especially the younger ones stated that they want to escape from the everyday life to change things in their lives and make decisions about who they are and to enjoy freedom.

The research of travel motivation in tourism has pointed out that this field is complex and it involves multiple motives and it requires time to observe the results. Also travellers still reflect their reasons to travel without giving any clear explanations or some of them basically answer to the question why to travel by saying that they want to find their place, knowing that there is something behind that idea. In general, most of the travellers want to make their dreams come true concerning travelling, to change something in their lives and they agree that staying at home is understood as an impediment of development. Sometimes travellers do travel to a specific destination because of some personal and affective reasons (family or parents born in that country) or due to some mental images of that place since long time ago.

One of the main reference writers for describing travel motivations is Maslow who in the 1970`s established his pyramid of needs, which has been very useful in many different fields due to its simplicity and because it is easy to be understood. This very well known pyramid affirms that motivation is always necessary in order to fulfil the needs that people have. Maslow identified five different classes of needs that a person has: physiological, safety, love (social), esteem and self-actualization. This theory has been always followed by many authors and readers, and it has been also used and adapted due to its simplicity and because being easy to understand. According to Maslow (1970), the needs were not intended to be fulfilled one level after the other within the pyramid, therefore at some point they could be partially satisfied.

Within tourism, Maslow's hierarchy of needs describes how travellers move according to their needs which are clearly organised by priorities at different stages by level of importance. So people are motivated in order to fulfil these needs and needs require to be met at all levels one by one starting from the bottom, getting more motivated as they reach higher levels. He affirms that "motivation is constant, never ending, fluctuating, and complex." (Maslow 1970). Maslow also supports the idea of people being motivated by unknown things to be discovered and that by achieving aims the motivation moves on. Maslow also believes that facing new situations can provoke new motivation aims for the traveller. The travellers get more curious about their trips along their experiences and their motivations also grow up beside the interaction with new situations. So the more experienced the traveller is the higher his/her motivation is.

Nowadays, Maslow's hierarchy of needs might be argued as it has been considered by some writers to be a wide and general work, and also some authors, like for example Neher (1991), debated that Maslow did not consider the impact of a culture on a person's motivation or some other authors claimed that not all the needs were integrated into the pyramid. Even though Maslow has changed his mind about the hierarchy of needs sometimes, his first idea remains as the original one, and most of the models of travel motivation have taken Maslow's pyramid into consideration (figure 1).

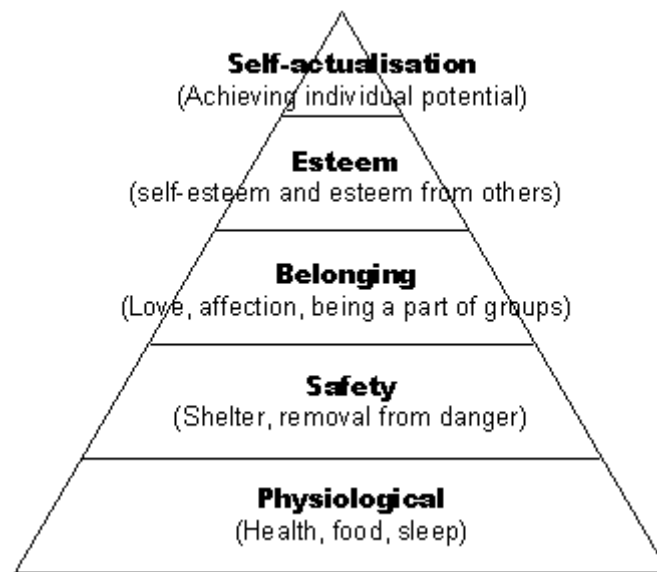


FIGURE 1. Maslow's hierarchy of needs

Another model is the Travel Career Ladder (being supported by Maslow's hierarchy of needs). It is a theory of motivation that has been introduced in 1998 by Pearce, and revised in 2005, proposing a Travel Career Pattern (TCP) structuring motivational levels in order to understand travel motivations. Pearce affirms that the four dominant travel motivations "novelty, self-development, relationship and escapism" remain along people's travel careers in a dynamic way. Some motives were expressed by experienced travellers (nature, meeting locals) and some others by inexperienced ones (stimulation, nostalgia, security, recognition). The TCP exposes that people become more sophisticated in their travel motivations as long as they become more experienced travellers. However, the Travel Career Ladder has been criticised by Ryan (1998), he argues that age and previous travel experiences are not necessary in order to be motivated to travel. He also affirms that direction of the ladder can't be only in an ascending way, but it might be also moving down or up depending of the needs of the traveller at each moment. He also describes that a traveller does not have the obligation to fulfil his/her needs in order to be satisfied and he has supported his critics by Cohen's ideas rather than the ones of Pearce.

Dann (1981) accepts the concepts of push and pull factors in order to explain travel motivations amongst travellers and why do they travel. Push factors are

the ones that make the tourists to leave their current situation (escape, leave the boring routine behind), where emphasis is on motivation “be motivated to experience and learn something else”, whilst pull factors are the ones that attract tourists to come to some destination or place (being attracted by images, memories, opinions). Dann supports that people feel the motivation to travel being “pushed” by daily routine circumstances such as isolation, boredom, lack of communication with other people, relaxation, etc. Both factors are independent from each other and can determine the decision to travel, but both can be also present at the same time. Dann states that the society where we live is weak and this is a reason to foster the need of social interactions. He affirms that a person can only find a “self-recognition” of him/herself by travelling away from home and discovering a new environment.

Some other theories such as for instance Crompton’s motives (1979) and Iso-Ahola’s (1987) personal motives also follow these “Push and Pull” factors meaning that people are more motivated to travel and satisfy needs through the leisure activities in natural settings and through the rewards they can get from them such as relaxation, learning, challenge. The interpersonal rewards can therefore only be understood by the fact of the social interaction.

Search for the authenticity is also another reason of motivation to travel and this is used by several authors. MacCannel (1999) introduces the term of authenticity in his seminar book “The Tourist” as a fact that a traveller needs to search for and experience in the places visited by him/herself something that is different from what he/she can perceive at home. His thesis is based on a sociological analysis: contemporary society is dominated by feelings of alienation, superficiality, and as a consequence many people go travelling and sightseeing in order to find some authentic experiences. He claimed that modern man perceives society as a lack of authenticity and therefore looks for it in different places. The backpackers live a more authentic life than other types of tourists, even though some of them are not able to recognise the difference between a tourist and a backpacker as they recognise involvement in tourism. By searching for the authenticity, the traveller wants to have the opportunity to experience something “real” on first hand that he/she cannot get

from the routine life. Afterwards, the concept has been described in some other ways as some authors say that to reach the authenticity the object of the travel must be “seen” and not just experienced in an existential way (figure 2).

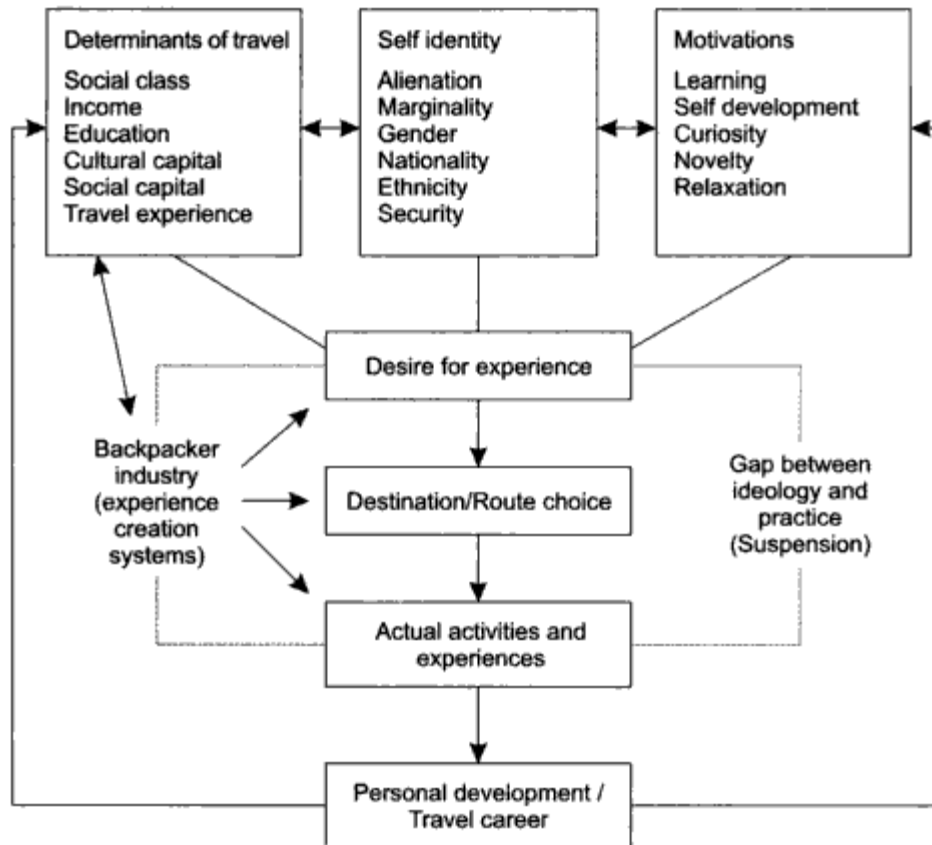


FIGURE 2. Revised conceptual model of backpacker travel (Richards & Wilson 2004a, 269)

Some writers also talk about how the economy affects the travellers in their motivations, and it seems that with the experience of travelling and discovering places, the travellers become less materialistic, giving more importance to the experience in their travels. The point of travelling is to learn something, to change something about you, and this fact has nothing to do with the materialistic issues.

Motivation in tourism is understood to be a meaningful state of mind that allows a traveller to travel and achieve his/her goals. By achieving those goals he/she will satisfy his/her needs (understood here like the reasons for travelling). It works out so that the traveller first has an idea of the level of satisfaction that

he/she wants to achieve, and thereafter motivation comes in order to achieve that goal. Conclusions of several writers state that motivation does not influence in choosing the destination, but on the other hand, destination influences the travel motivation. A person can also travel without escaping anything, but it is impossible that he/she is not searching for something on his/her trip. It must be stated that there is not a common agreement on travel motivations as there have been different models of travel motivation researched and still this process is changing every now and then. Therefore the majority of the researchers agree that the best way to check the travellers' motivation is by gathering data, and ask them directly by using some surveys or interviewing them.

2.2.3 Lifestyle segmentation

In any kind of business it is normal to segment the different styles or types of consumers within the industry related. In tourism it is also common to carry out this segmentation in order to clarify the different tourists according to their hobbies, interests, travel motivations, activities and travel experiences. There have been some studies made by several authors concerning the tourism style segmentation by different motives. The attention has been paid to this in order to explain the main reasons to their choices regarding the destinations. The concept of lifestyle is defined very precisely and it might be used in different ways or situations. Generally this term is used to describe tourists' behaviour and therefore place them into some classifications. Lifestyle can be categorised by four different dimensions: activities, interests, opinions and demographics.

Lifestyle segmentation identifies the different customers and their characteristics in order to analyze the main target groups for the tourism sector and for the products offered. This strategy has very important results for the tourist enterprises and businesses, as only by knowing how the customers behave and what their characteristics are, the business can succeed. So the more effective the lifestyle segmentation is the better is the relationship and communication with the customers and this helps to decide how to market to

them. The results can be later used to find out the different motives in each group and why they travel (for instance, the age segmentation is very common among researchers).

3 THE ECONOMICS OF TOURISM

Tourism is part of the leisure sector that is rapidly gaining economic importance. How does tourism affect Tampere economically and what roles do both travellers and backpackers play in this economy? This chapter examines the effects of these types of tourists in Tampere and their current or potential influences on the economy and on the increase of popularity among backpacker's destinations. The City of Tampere is the third largest city in Finland. Currently in Tampere there are around 212000 inhabitants (figure 3). According to the Tampere statistics provided by the City of Tampere in 2010, the most spoken foreign languages are Russian, Arabic, English, Estonian, Persian and Chinese.

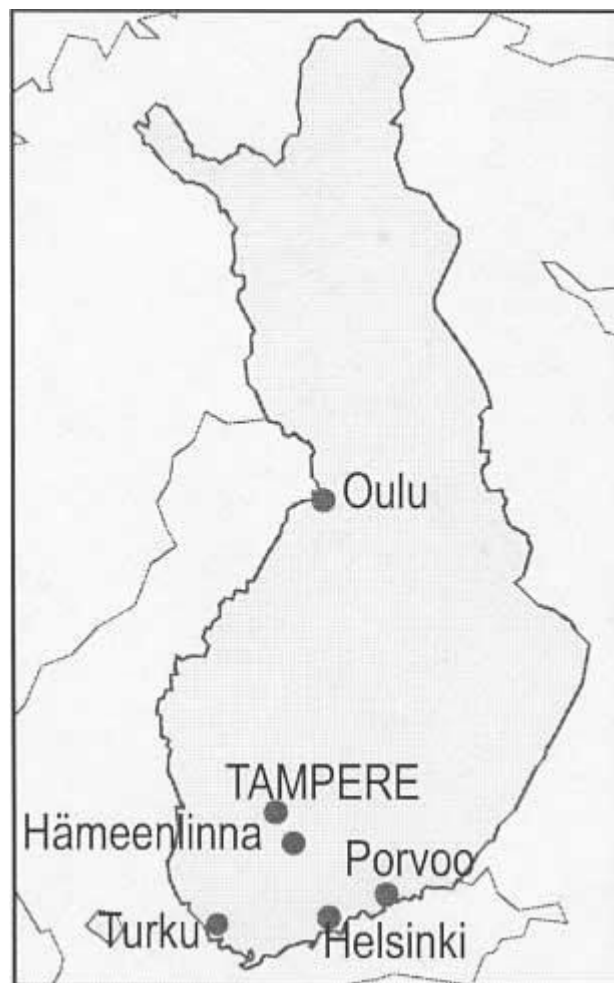


FIGURE 3. Location of the city of Tampere in Finland

3.1 Tourism industry in Tampere

The total revenue of all branches of business in the Tampere Region was 30 billion Euros in year 2010, where services covered 16%. About 5500 jobs in the Tampere Region belong to the accommodation and catering services. Tourism in Tampere and the Tampere Region has lived in recent years a good tailwind. In terms of overnight stays of domestic and foreign tourists tourism has increased. The number of overnight stays by foreign tourists has grown rapidly throughout the country. In the year 2008, the income in Tampere coming from tourism was 421 million Euros. The internet has being so far the most used source to search for information about Tampere by the tourists. Tourism is growing in Tampere city and its area, and it is in continuous evolution due to new flight connections to and from Tampere, accommodation alternatives and different kinds of tourists arriving to do different kinds of tourist activities.

In general, overnights in Tampere have increased every year since 2001 except between 2008 and 2009 when the world crisis took place (figure 4).

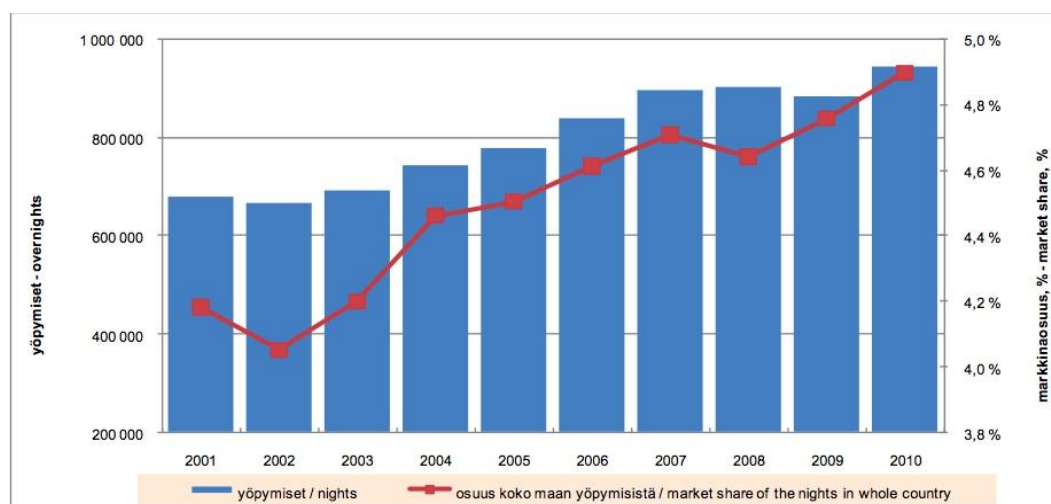


FIGURE 4. Total of overnights stays in Tampere and market share of the nights in the whole country (2001–2010)

The overnight stays in Tampere have increased generally from year 2009 to 2010 about 6%, but whilst the national guests have increased their figures in overnights the international figures have decreased. The biggest season for

tourist arrivals is during the summer as the weather is better and warmer than during the rest of the year.

When looking at the whole Finland, Tampere is situated in second position concerning overnights from January until August 2010, Helsinki being the first, even though there are other cities such as Rovaniemi and Turku that have more international overnights than Tampere (table 1).

TABLE 1. Overnights in Finland

January – August 2010	Total	Finnish	Foreigners
The whole Finland	13.823.889	10.266.040	3.557.849
1. Helsinki	2.155.629	964.244	1.191.385
2. Tampere	649.293	537.194	112.099
3. Turku	544.489	429.325	115.164
4. Vantaa	464.602	318.190	146.412
5. Oulu	407.869	325.535	82.334
6. Kuopio	337.219	294.489	42.730
7. Rovaniemi	318.539	151.812	166.727

The purpose of the tourists to spend a night in Tampere from January until August 2010 is mainly leisure (figure 5). Therefore this fact can help to support the arrivals of backpackers to the hostel.

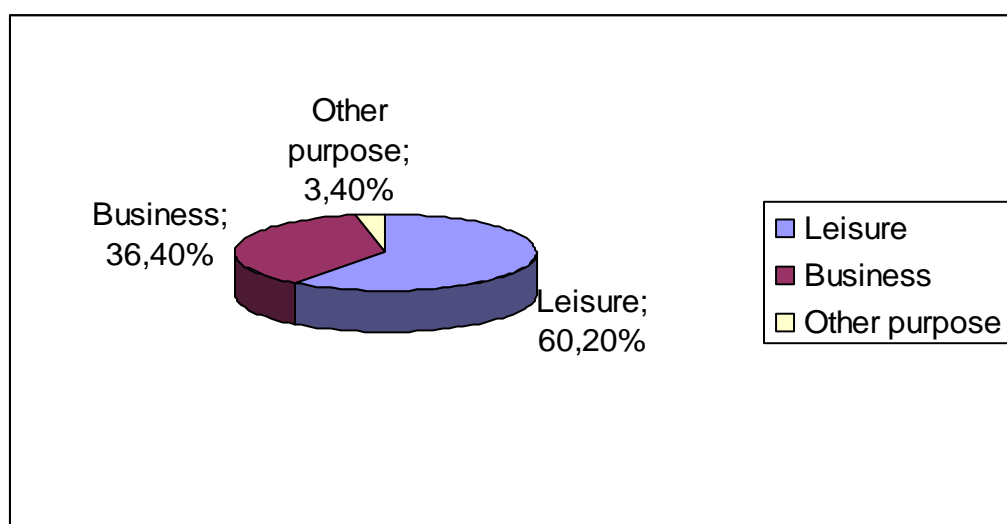


FIGURE 5. Nights spent by purpose of visit in Tampere (January–August 2010)

Another fact to take into consideration about tourism in Tampere is the arrivals to Tampere-Pirkkala airport. Generally it can be stated that in 2009 there was a

decrease of arrivals in both international and domestic flights due to the economical crisis. Since the end of 2009 the figures tend to increase little by little without having a huge change. At the moment and compared to the year 2009, the international traffic is not increasing (-4 % change), but however the domestic one is increasing positively (+9,9 %). The fact of how to market new destinations to attract general travellers to Tampere is without doubts very important as normally travellers budget their trips and the choice of low cost airlines is nowadays very popular among all kinds of tourists.

3.2 Backpacking industry in Tampere

Some previous studies have shown the importance of small backpackers' accommodations nowadays as regards tourism, and more especially in developing countries. All types of small accommodations should bring benefits to the local economy and community, in this case Tampere. Backpacking in Tampere, and mainly in Finland, is still emerging. There is only one backpacker hostel to be considered also in Tampere besides *Dream Hostel*, which is *Hostel Sofia*. So this situation represents a clear opportunity to increase this type of tourism in the city and spread it over to more people and cities around the country as well. Also this type of accommodation could be something different for local and Finnish people and most of them might not know about this tourist accommodation service.

3.3 Dream Hostel in Tampere

Due to the popularity of backpacker hostels and that the current situation concerning tourism in Tampere is emerging, a new youth backpacker hostel was opened 1st April 2010. Its location is very near to the centre, just opposite to the Congress Hall and in not more than 5 minutes walking distance to both train and bus station, in a very peaceful area and not far neither from the nature and the most important places to visit. It is a new hostel idea in Tampere

designed by a young-traveller minded family. The hostel contains six different types of rooms:

- twin room (2 people)
- private room for four (small group or family)
- unisex dormitory for four
- unisex dormitory for ten
- female dormitory for ten
- unisex dormitory for sixteen

All these rooms accommodate a total of 90 beds. The prices do vary but the cheapest price available is from 19,5 €/night, which is quite a reasonable price for Tampere and this type of accommodation. Possibility of hosting groups is available and linen plus coffee and/or tea are always offered for free including in the price. The reception is open 24/7 and the use of internet is possible against a small fee. Some other common areas are the kitchen and the lounge, having in this one a small library and daily newspapers plus also some table games. The possibility of booking a sauna & gym, some tours or to use the laundry are also available upon request at the reception. The hotel is located near restaurants, nightlife and shopping facilities which help in many ways to fulfil all the needs of the travellers.

The hostel can be booked either by using their own website www.dreamhostel.fi, by sending a message or directly from the most common website used for backpackers and other travellers www.hostelworld.com (worldwide hostels community website). The website of the hostel is available in different languages: Finnish, English, German, Spanish, Italian, Lithuanian, French and Russian, although many different nationalities have used it by so far. The most common language spoken in the hostel is English, even though the local language is Finnish. There are seven permanent employees, including the owner of the hostel, and every now and then some bachelor degree trainees from the Degree Programme in Tourism do their practical training in the hostel.

The hostel as mentioned earlier was opened in April 2010 and since that date until October 2010 (seven months) more foreigners had used the hostel than Finnish people (figure 6):

- Total bed nights: 8393
- Finnish customers' bed nights: 2296 (27%)
- Customers from other countries: 6097 (73%)

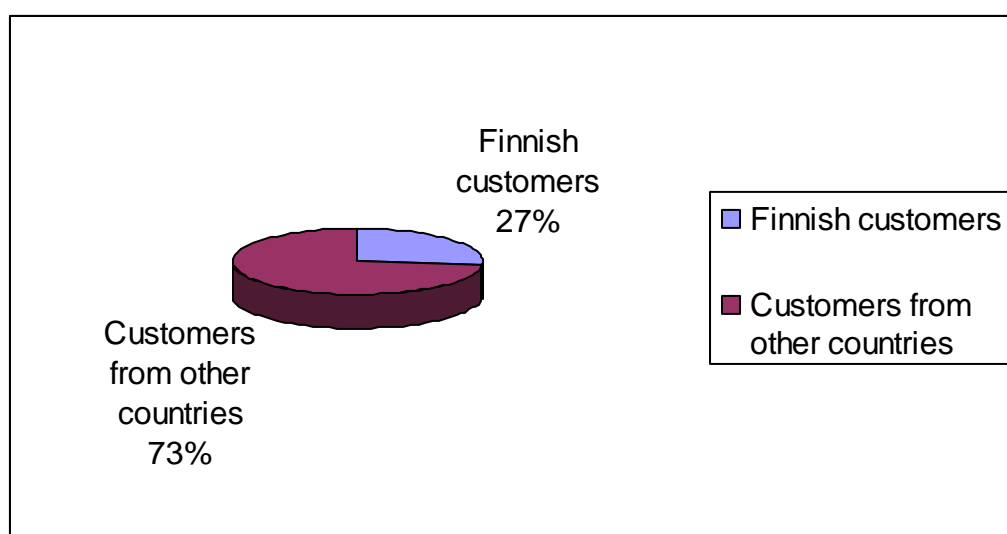


FIGURE 6. Total bed nights (%) at Dream Hostel (April – October 2010)

European nationalities are the ones that are on the top of the travellers using the Dream Hostel (table 2).

TABLE 2. Top 5 foreign countries measured in bed nights at the hostel	
Country	%
1. Germany	13
2. Italy	8
3. Estonia	6
4. Russia	4
5. Spain	3

3.4 Accommodation for backpackers in Tampere

Beside the *Dream Hostel* accommodation, other alternatives that backpackers or travellers may use in Tampere are some other accommodation types. Other accommodation that can be nearly categorised in a similar way as *Dream Hostel* is the *Hostel Sofia*, www.hostelsofia.fi, which is also located near the centre and offers affordable rates to their guests. The hostel has carried out some renovations in 2007.

Lately, since about two years ago, it has become very popular to use a hosting community called couch surfing, which is an international non-profit network that basically has the mission to connect travellers from all around the world (www.couchsurfing.org). The community was created in 2004, but as mentioned above, since about two years ago it is definitely on the spot and in the mind of many travellers. This community works as travellers need to be registered on the social network and therefore at later stage they can be offered a couch at their destination places totally free. On the other hand, the person who has been hosted also needs to offer the same service if required back at his/her home place. Each community member has his/her own reputation system on the network; meaning that the other members can add some positive or negative comments on his/her profile and therefore the status on couch surfing will go up and down, depending of how many comments received and how the feedback was. This accommodation service seems to be quite required lately and popular among travellers as basically it is for free and also it contains some social interactions that travellers consider as an attractive issue.

Beside both styles offered above, there are not that many other accommodation opportunities to budget travellers and therefore the competition in this matter is still not very big or spread out in the city of Tampere.

4 MARKETING RESEARCH

Research design and methodology are important elements in any research project, and must be appropriate to the aims and objectives of the research. Methodology refers to the overall process of conducting research. It is important that the method chosen is appropriate for the questions to be asked and the target population. The research questions explore how the travellers perceive themselves; what are their reactions to the term “backpacker” and its related terminology; what are their motivations for choosing these accommodations; and what are their needs and preferences. In addition, the thesis seeks to review how the industry in Tampere is responding to the backpackers’ facilities and marketing. This thesis also explores theories regarding the motivation of backpackers to travel and the use of the facilities in the accommodation chosen, most of the time in the backpacker hostels.

The research explores the identities and perceptions of the backpackers travelling to Tampere, their opinions about Tampere as a backpacker destination and also how familiar the term backpacker is to the local people. This destination was considered appropriate for this research because of its new inclusion on the backpacker trail with the opening of a new backpacker hostel in the city. Also there is data collected from the host enterprise, *Dream Hostel*, to analyse its contribution to the demand of the backpacker industry in Tampere and how it can be improved.

It was a challenge for this research to find the appropriate method that would enable the writer of the bachelor’s thesis to meet the objectives. The primary sources used in this thesis are mainly the questionnaires to travellers and to the owner of the hostel and questionnaires to other international visitors and local people, whilst the secondary sources are the literature, documents and journals. For the qualitative research, the data was partly collected by using quantitative methods. Some results are interpreted by using some bar charts, graphs, etc. The theoretical data (all related to the theoretical framework) was collected by using a variety of sources such as books, documents related, case

studies exposed and internet. Therefore, all the literature plus the findings based upon the data analysed are described at the end of this study case, in the conclusion chapter.

It is important to develop a good questionnaire in order to produce reliable results and it should be considered beforehand that this type of method might have a high enough response rate. In addition, some descriptive statistics about the accommodation figures at the hostel since its opening were obtained in order to analyse the demand during different seasons. Therefore in this thesis the collected data is approached from multiple points of view. In order to allow effective response rate, the writer of this bachelor's thesis incorporated more open ended questions in the questionnaires.

The selected methods were considered to be suitable for the study and also to suit the time available to accomplish this study. No costs were generated by doing this research and the questionnaires were filled by the traveller.

4.1 Quantitative research

The location to collect the quantitative data was in Tampere and mainly at *Dream Hostel*. The period was during the winter season (November and December of 2010 and January, February and March of 2011), even though it is not high season in the hostel, it can be stated that the creditability was guaranteed and the results were consistent. The major data was collected from fifty-two structured questionnaires filled by backpacker travellers at *Dream Hostel* and also by email. The time to fill out the questionnaires ranged from 20 to 25 minutes each in length. Beside these ones, a questionnaire was filled out by the owner of the *Dream Hostel*, in order to analyse what his thoughts were about the contributions and business.

The questionnaire included indicative questions asking about the motivation to travel, preferences, perceptions of themselves as backpackers, information sources and organisation of holidays. The results obtained were consistent with

observations of individuals using backpackers' accommodation. The questionnaire filled out by the owner of the hostel concerning his ideas about the business, the current situation and his thoughts about the future helped to supplement the research results. The writer was at all times present in order to listen carefully and gather all the information given by the travellers, in order to summarise the information and describe the findings in the following chapters five and six. Besides being there at the hostel, the writer also contacted some travellers who had been at the hostel before by using the social network Facebook. This tool was very efficient in contacting people.

4.2 Exploratory surveys

An exploratory survey was carried out to find out if the term backpacker was familiar to local people and to some international visitors, their thoughts about this term and if they already knew about the new hostel in Tampere. The questionnaire was exposed to mainly local people of different ages and also to some travellers and/or visitors that may be met around Tampere (on the streets, at the airport, at the train station, etc.) in order to find out if they were familiar with the term backpacker, their main reasons and motivations to travel and their opinions about the backpacking and/or budget accommodation.

Survey studies ask enough amount of respondents to answer questions about their behaviours, attitudes or opinions. The results are normally exploratory and descriptive, and they are the most common and appropriate method used among backpacker researchers. This study aims to provide descriptive information that could be collected again later on by another researcher and compared to the data collected by this study. A total of thirty surveys were done (fifteen to local people and other fifteen to international visitors). The surveys consisted of simple and quickly to be answered questions asked by the writer. There were also some questions that asked about the familiarity with the term "backpacker" and the perceptions of the respondents. The survey lasted about three to five minutes.

The data taken from the questionnaires and the surveys was then compared at different levels and the results of the exploratory survey that support the quantitative findings, are described and discussed in chapters five and six. In chapter five, the results analysed and presented are related to the motivation and perception that the interviewed travellers have in general and what kind of services they use once in their accommodation alternatives. Whilst in chapter six, the results are more focused on the responses that the travellers gave to the general services offered by the *Dream Hostel* and the improvements that the hostel should do for its own business and also for increasing Tampere as a backpacker destination.

5 PERCEPTIONS AND MOTIVATIONS

During this study the main focus is on backpackers and travellers, and primarily their perceptions, their motivations for choosing backpackers' accommodation, and their preferences and needs once travelling are researched. All the literature already exposed in chapter two about the whole aspect of backpacking is contrasted now with the results obtained based upon the questionnaires.

5.1 Demographic profiles

The data collected by using quantitative methods is shown in the following where all the fifty-two respondents are shown in different figures and tables in order to be analysed.

Of the fifty-two travellers who participated the research, twenty were male and thirty-two were female (figure 7).

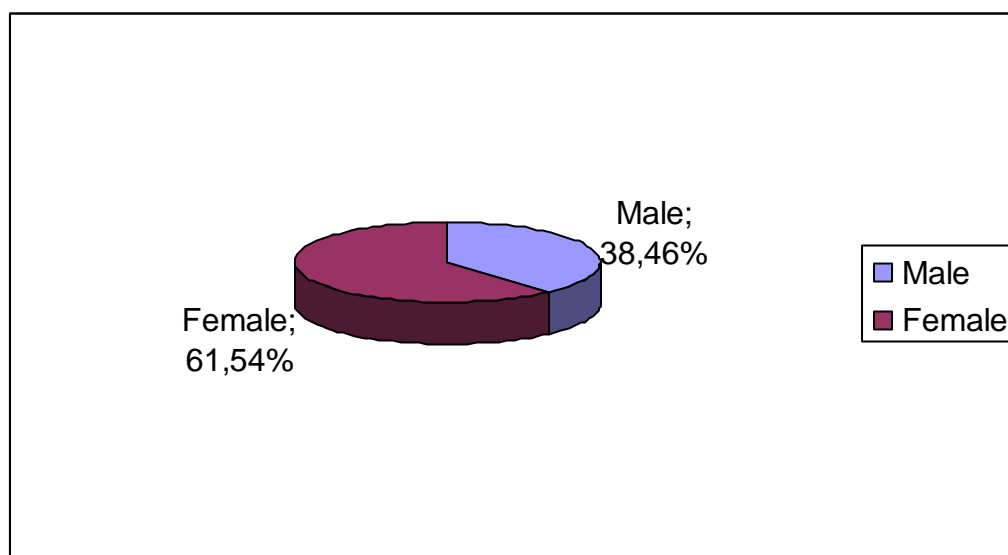


FIGURE 7. Gender of the respondents (%)

The age of respondents varied considerably, the age range from 21-25 (both included) being the biggest group (figure 8).

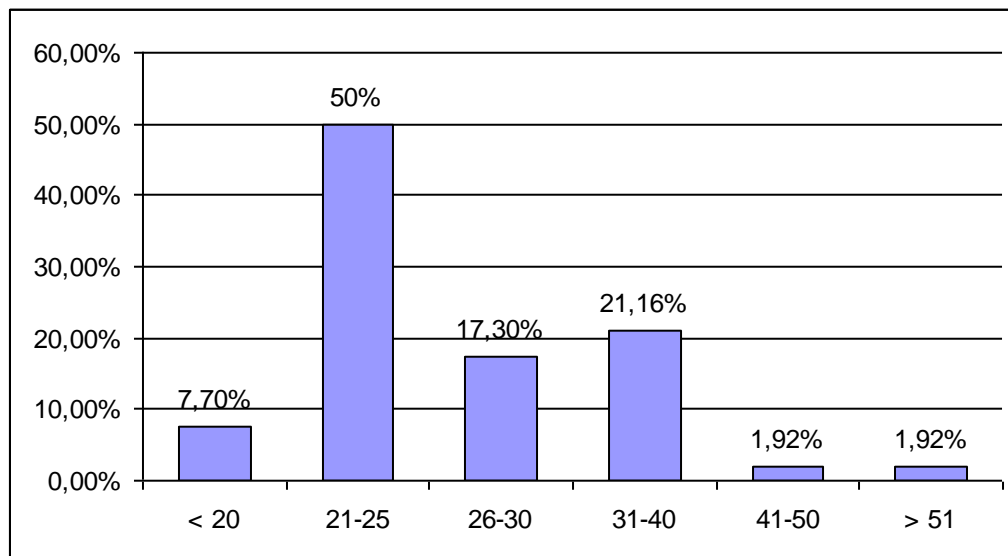


FIGURE 8. Age range of the respondents (%)

The nationalities of the respondents also varied a lot. Most of the respondents were Europeans (table 3). A total of fourteen nationalities were represented. Finland is in Europe and this is a clear indication of why most of the respondents were European citizens.

TABLE 3. Nationalities of the respondents

Country	Number
1. Italy	10
2. Germany	9
3. Spain	8
4. France	7
5. Lithuania	5
6. U.K.	4
7. Netherlands	2
8. Peru	1
9. Belgium	1
10. Malaysia	1
11. Russia	1
12. South Korea	1
13. Estonia	1
14. Poland	1

Also by having the low-cost airlines flying to Tampere makes the access to Tampere easier to most of the European countries in order to reach Tampere.

Twenty-four of the respondents were travelling with friends, this being the highest percentage among the possibilities asked (table 4).

TABLE 4. Travelling with

Possibilities	Respondents' answers	Percentage of answers
Alone	14	26,92 %
Couple	5	9,62 %
Family	1	1,92 %
Friend (s)	24	46,16 %
Others (Student groups)	8	15,38 %

Most of the respondents, thirty-two, were studying (table 5). Only four of the respondents were both studying and working at the time of the research. This issue makes sense when analysed together with the biggest age group of the respondents (21-25).

TABLE 5. Doing for living

Possibilities	Respondents' answers	Percentage of answers
Studying	32	61,54 %
Working	14	26,92 %
Both above (studying and working)	4	7,7 %
Unemployed	1	1,92 %
Retired	1	1,92 %

Only ten of the fifty-two respondents had visited Tampere before (figure 9).

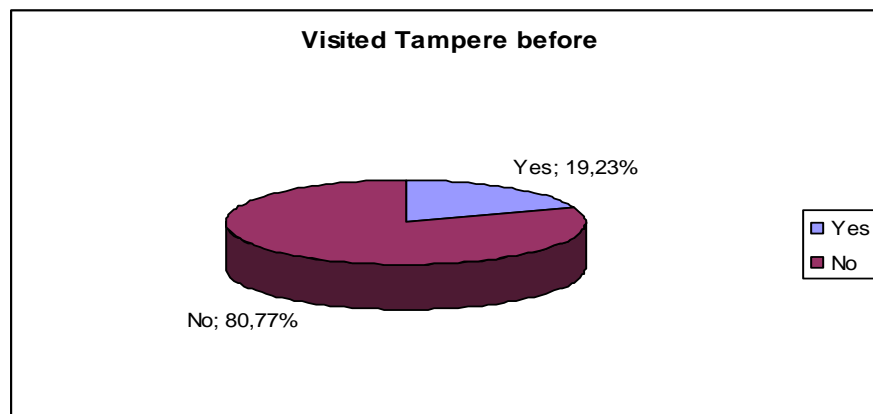


FIGURE 9. Visited Tampere before (percentage of answers)

Therefore, this fact indicates that Tampere is a new destination for many travellers. And as most of them came with friends, this creates a potential for increasing the amount of travellers in Tampere in near future.

The length of stay indicated that most of the respondents stayed for a short time in Tampere (table 6), showing that Tampere was for these respondents rather a short trip stay than a destination for a longer period. Some of them were continuing travelling inside Finland to other destinations such as Lapland and/or Helsinki.

TABLE 6. Length of stay

Possibilities	Respondents' answers	Percentage of answers
3 days or less	26	50 %
Less than a week	8	15,38 %
Less than 2 weeks	8	15,38 %
More	10	19,24 %

A short stay can also indicate that travellers have more destinations to discover and are limited to a budget, therefore sometimes they cannot stay longer than they would like to, even though some travellers prefer to modify their itinerary or trips during their trips. In this research, the participants that stayed more than two weeks had other purposes besides tourism such as educational or work purposes.

5.2 Self-perceptions

One of the most significant opportunities presented through the qualitative research, by using quantitative methods in this case, was to get opinions and to hear feelings of the respondents, how they perceived of themselves, of the world around them, their own places and their own minds during the travel.

Different data about perceived age, self identification, backpackers' personal motivation and experiences emerged.

5.2.1 Perceived age

The research showed that the age range between twenty-one and twenty-five is understood by young people as a time to travel and discover new places. Some travellers at this age think that they need to travel during this age range, as they are afraid that at later stage they won't have time due to work or family arrangements. In this case, they felt free to travel and discover, and keep the memories from these trips during the future. A respondent that corresponds with this age range (21-25) said concerning the age to travel that

“travelling is a chance that our generation has, to broaden our minds, to create social links, no matter the place or the language, and maybe discover that we are better fitted in another place than our mother country.”

At some point, travellers have the need at that age to discover and travel but they also perceive that something in their lives might change. During this age range they prefer to travel with friends as some of them might not consider themselves mentally strong enough to travel, even for a short trip. On the other hand, older travellers (above thirty) showed that they enjoy travelling and organising trips and discovering new destinations. It is important to notify that most of them already work and therefore it is easier for them to travel, but they also have the ability to know how to use their budget. This fact can be argued by other respondents that said that normally backpackers have not a lot of money to spend. A respondent between the ages of 31-40 said, when he was asked about how he felt travelling at that age, that “as a traveller I am a lonely philosopher”.

5.2.2 Self-identification

It has been observed during the research that some of the respondents had difficulties to answer if they saw themselves as “traveller”, “tourist” or “backpacker”, as for some of the respondents these terms were a bit confusing.

Actually, a minority of the respondents never heard the term “backpacker”. Some contextual patterns emerged on three different key words: sights, money and time. Some answers pointed out that tourists have specific sights they must see, that they have more money than other travellers and also less time to spend on their holidays.

Concerning the question number 15 of the guest questionnaire, concerning if there is a difference between a traveller and a tourist, most of the respondents (78, 84 %) answered that there is (figure 10).

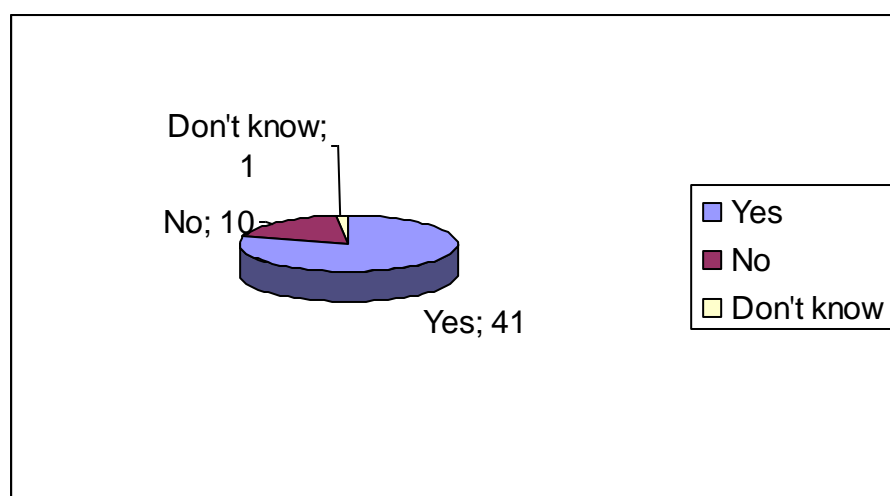


FIGURE 10. Difference between a traveller and a tourist (number of respondents)

Therefore some of the respondents perceived themselves as a tourist rather than a traveller and it was shown that the most experienced travellers could give good statements concerning both definitions. One respondent said that “a tourist sees the sightseeing, but a traveller gets to know other places and interacts with locals.” Another respondent following the same opinion said that “a traveller is interested in hidden things.” It is clear that both terms, even though at same stage might be difficult to compare, are clear for those travellers who have been travelling often and do not want to consider themselves as a standard tourist. Another respondent said that “traveller moves from one place to another; however a tourist just stays in one place without really travelling around.” Concerning on the keywords that have been mentioned before, a respondent said that “travellers look for the things that

aren't in sight that are a bit more difficult to find, but are real and not created for tourists", so in this sentence it is possible to affirm that the sites are visible to tourists whilst normally travellers look for them more deeply.

More generally speaking about both terms, a respondent said that "travelling is the best school in life" and there was also another respondent that affirmed that "travelling can be an integral part of your lifestyle, a way to wide your perspective. Tourism is just for a limited time." Many respondents said that a traveller barely complains during his/her trips, whilst a tourist does not feel comfortable whilst during the trip. Following this, a young respondent said that "a traveller has not purpose, is adventurous and spontaneous and can easily adapt to any situation/condition." It can be said then that travellers are hungry of knowledge and tourists have the purpose to see destinations; travellers have the travel as a purpose through knowing new people, discovering new places and trying new things.

However, there was also a minority during the research that stated that travellers and tourists are basically the same. A respondent affirmed that "we can be both travellers and tourists" and another respondent said that "there is not a big difference between a traveller and a tourist; both are consumers." Some of these opinions give the idea that travelling is a matter of letting things happen without many purposes, a fact that can be argued for some writers and professionals in this field.

Even though all the respondents were using a backpacker accommodation, the word "backpacker" was difficult to be understood by some of them, identified initially with age and inexperience as a respondent said that "the backpacker movement means not to belong to a single place in the world." The respondents perceived themselves as "independent travellers", "free spirit" or "budget travellers", and used words such as time, flexibility, and spontaneity to refer their definitions. A respondent affirmed very confident that "a backpacker, just carry the essential and necessary things in order to stay in the cheapest accommodations and being able to adapt to the travel situations." And following the same opinion, another respondent mentioned that "about backpacking, the

less you bring with you, the more space you have for the local culture.” An international visitor in Tampere said positively that “backpacking is about sharing experiences and knowledge with other people once travelling.” These opinions give the idea that there is no rush or arbitrariness within the concept of backpacking.

On the other hand, a minority of the respondents said that backpacker can be compared with a low cost traveller. A Finnish young girl, who answered the questionnaire to local people involved in this research said that “backpacker is having fun but sometimes behaving might be a problem”. This opinion that gives an idea of something negative behind the term backpacking is also used when another Finnish girl affirmed that she understood terms backpackers and tourists like a kind of fight in order to have a clear concept of each term. An international young student who was visiting Tampere and answered the questionnaire to international visitors, said that “backpackers are pilgrims who travel around the world with budget money”, where the word pilgrim is sometimes used in different contexts (for instance, religious ones).

It is also important to point out that the term “backpacker” can be translated into different languages literally, and that can facilitate the way to understand it. For instance it in Spanish would be “mochilero”, in Italian “escursionista”, in French “routard”, but even like this the term might have not a specific meaning and this is why some of the less experienced travellers, even though they have been travelling for a while, could not recognise the term at first and were not able to give a proper definition of it.

5.2.3 Backpackers’ motivations and experiences

Seventeen of the fifty-two respondents have travelled a lot according to the countries visited by them, with substantial time spent in Australia, Canada, South Africa, South East Asia, and the majority of European countries. Fourteen had visited some relevant countries around Europe, whilst the other twenty-one were not experienced at all in visiting different countries. Therefore

the reasons to travel may differ between all of them, depending of their experiences.

According to the answers to the question number 12 of the guest questionnaire that offered eighteen different options, the most frequently chosen alternative was the option “to see new places/new things” (table 7). Other mostly chosen options were as follows:

TABLE 7. Main reasons to travel

Most popular options	Amount of responses
1. to see new places/new things	45
2. to experience different cultures and ways of life	32
3. to meet new and different people	31
4. to have fun, to be entertained	26
5. to see cultural/heritage sites (e.g. museums, galleries, historic sites)	25
6. to satisfy my curiosity and explore new ideas	24
7. to learn about things and more about myself	18
8. to interact with both local residents and other travellers	15

The respondents were very enthusiastic when they were asked about their reasons for travelling. Most of them saw travelling as way to escape, to discover new things and to know themselves better by facing new situations that sometimes can be positive and some other times not that pleasant. An experienced traveller and respondent affirmed that “as much as you travel as much you need; it is like a drug and when I travel –alone - I feel free, like a chameleon.” Other respondent said that “travel is a way to improve and feel intensive in your life”. An interesting answer has been given by a young male traveller that according to his experience “travelling is one of the main activities that an individual should do. The more you travel, the more you know about the beauty of different places.” Many of the respondents mentioned that during the journey of every single trip or travel, there is always an experience.

Other respondents were a bit more philosophical by describing their reasons and motivations. An Italian girl said that “for me travelling is sometimes melancholic, trying to find my soul and discover my own personality”, whilst another young male traveller and less experienced ensured that “the less luxurious the places are, the best memories you will have later. Being spontaneous and an adventurer is a must.”

Therefore the reasons and motivations of the travellers are understood as very personal and motivations are endless as new ones may appear with every single trip. For the majority of the respondents, interacting with local people is at some point more important than interacting with their fellows, as some reasons or motivations during their trips are mainly to get to know with local people and get involved in their cultures and habits. But this situation might happen more to the experienced travellers rather than the younger travellers who seem to be more intrigued by their peers.

By being more specific, in answers to the question number 29 of the guest questionnaire, the main interest once in Tampere for the travellers was mainly culture (figure 11). It was relevant to see that education and sports activities (mainly during the winter) were also very highly appreciated and requested by the respondents. Actually, the education field is getting more popular in Tampere and as a consequence both tourism and local economy might benefit from it.

TABLE 8. Main interests in Tampere

Most popular options	Amount of responses
1. Culture	31
2. Nature	20
3. Art and history	16
4. Sports activities (e.g. winter sports)	8
5. Others: (education)	8

5.3 International perceptions about backpackers' accommodations

Considering that backpacker hostels are the main hub for travellers, this type of accommodation is very important and this is sometimes not understood by the travellers neither the owners of the hostels. They are more than a place to arrive, sleep and leave. They are places that might offer different facilities, help the travellers during their trips, make them to feel comfortable as a host location and also get a positive reputation for them that will bring them some positive income for their business. Not all hostels achieve these standards and the hostel network industry has turned very competitive and relevant for both travellers and managers/owners.

Many travellers pointed out that in their countries this kind of industry, hostels network, rather exists and they are surprised about seeing them abroad. As also happened with the term backpacker, a "hostel" may have different meaning in other languages that will categorize the tourism establishment in a lower level. So for instance in Spanish a hostel means "albergue" and also "hostal", in French "auberge", in Italian "ostello", in German "jugendherberge", and in Finnish "nuoren hostelli." So for those who are not used to these hostels, the experience might be positive as they do not really know what to expect from them, whilst however for those ones who are used to these hostels in their countries and want to experience the same in other countries, the experience might be a disappointing one.

Opinions and perceptions about backpackers' accommodations, especially hostels, vary a lot, and they depend most of the time of the experiences of the individuals. Many of the respondents said generally that hostels are suitable for establishing relationships, especially if travelling alone. An experienced traveller responded that "a hostel must be nice, clean and safe." Security is indicated by many of the respondents as an important characteristic in a hostel. Depending on how many travellers are in the hostel, the security of the travellers' belongings is not fully guaranteed. Most of the respondents understood a hostel as a cheap accommodation, but they also believed that

this fact does not leave apart a good quality and a hostel can be also a safe place to sleep.

The perceptions about hostels and similar accommodations are very personal, and not all of the respondents had the same opinion. Experiences, first of all, are relevant for them to give opinions concerning their perceptions, but also their needs and what they do expect from each hostel and for how long they are going to use it. A young traveller stated that “all I need is a bath, hot shower, a bed and a cosy kitchen.” And some other respondent said that “a hostel must have a friendly atmosphere and people, but without forcing the interactions.”

According to the answers to the question number 18 of the guest questionnaire, most of the respondents preferred to choose a backpacker hostel rather than other type of accommodation during their trips (table 9). Rented apartment and camping were the less chosen alternatives by the travellers, really understandable due to high prices concerning the rented apartments and the weather conditions concerning the camping.

TABLE 9. Types of accommodation chosen

Most popular options	Amount of responses
1. Backpacker hostel	35
2. Youth hostel	26
3. Hotel	24

It is relevant to mention that the option called “couch surfing” is being more requested time by time, as basically it is for free and also it gives the opportunity to meet some individuals. However, this type of accommodation is very new and not all the travellers are keen to do it very often.

5.4 Why choose backpackers' accommodation?

The first idea that came to mind of the respondents was mainly to relate backpackers' accommodation to a cheap place. Generally speaking this might be true but not always, it depends in many cases of the country and availability.

Some others after staying in a backpacker accommodation for the first time tried some other times. The motivations to choose these types of accommodations vary a lot from traveller to traveller and some of them just book them automatically by checking some premises that they want to have in the hostel.

5.4.1 Available facilities

Facilities in a backpackers' accommodation might be similar but the quality of the whole infrastructure and their own facilities might differ a lot. Normally each backpacker accommodation is unique and has its own character. Some of them are old homes that have been restored, and some others are located in a new location. One of the most relevant characteristics in a backpacker accommodation concerning the facilities, are the common areas to share like the kitchen, the reading area, the internet point and outside areas. These facilities are important as they might collaborate to create interactions among the travellers. But some other facilities are important like the travel information offered by the staff, organised activities, linen service and breakfast included in the accommodation, possibility of padlocks and also silency during the night hours.

5.4.2 Price

The affordability of these budget accommodations is one of the main reasons to choose these types of services by the travellers. But sometimes travellers still complain about the price as they want to get the cheapest deal ever and this is not possible in many cases. Nevertheless, these types of accommodation are normally cheaper than others, and they really fulfil the needs of the travellers and adapt to their budgets. Price and affordability are an important value for travellers and not only for travellers with no money to go to hostels; also other types of people (working people, adult people and families) use these types of accommodation due to price purposes and more especially nowadays when budgets to travel are tight.

5.4.3 Social interactions

When asked from the travellers, most of them said that apart from the cheap prices offered by the backpackers' accommodations, the opportunity to connect with others was a significant reason to choose these accommodations. For instance, the possibility to communicate with others, have a glass of wine or a beer with someone, share a meal, and talk about their journeys before going to bed in the dormitory rooms are part of the interactions that may occur inside a backpacker hostel.

Younger backpackers normally exchange information about what are the best deals during their journeys, whilst older travellers might talk about their past trips or basically what they are doing for living. During the questioning a respondent stated that "sometimes a good stay does not depend of the hostel," and other traveller said that "people can make a good stay at a hostel." Therefore people are a basic pillar for social interactions. In response to questions of how the travellers socialise in the hostel, the owner of the hostel said that he does not really know about the travellers' conversations but he said that sometimes "many people are just with the laptop all the time without interacting." So it is also relevant to see the negative effect of the new technologies inside a hostel when searching for interactions.

5.4.4 Accommodation of choice

Besides the price concern, travellers normally choose these types of accommodation due to their previous experiences and also by word of mouth communication and/or recommendations by other travellers. Availability in specific dates and also the value of money in comparison with other types of accommodation, make the decision about taking backpackers' accommodation easier. Normally younger travellers choose these types of accommodation without thinking it too much, whilst if older travellers choose it might be because they search for some interaction. A traveller stated that "the staff encourages contact between the guests."

6 NEEDS, USAGE AND DREAM HOSTEL RESPONSE

This chapter's findings are focused on finding out how the travellers felt at *Dream Hostel* and what their comments were about it. Also there is an analysis of the response of *Dream Hostel* towards the needs of the travellers and their perspectives to the market needs and demand.

6.1 Needs and preferences of travellers

An issue that the owner of the hostel was worried about was what the travellers expected from the hostel, and how to measure these requirements and satisfactions. Nash (2006, 526) indicated that “customers will be satisfied if the services they receive are at least good as they were supposed to be”, considering that there are always elements of expectations associated with those services. The research concluded that the respondents did not have high expectations about *Dream Hostel* probably because being a new hostel, it is still expecting to get its own reputation and for some of the respondents this was the first experience in this kind of an accommodation. Respondents stated that clean rooms, security and cooking facilities were the most relevant aspects that they value the most. A respondent affirmed that “*Dream Hostel* fully accomplished all the needs for the backpackers and travellers.” As average, the respondent satisfaction concerning the whole facilities at *Dream Hostel* was “very good” in a range from poor – fair – good – very good – excellent. However, this does not always measure the whole satisfaction level of the travellers as some of them did not use all the facilities, some of them stayed a shorter time than others, and all of them had different needs and expectations. The facilities mostly used after rooms and toilets at *Dream Hostel* according to most of the respondents were the internet area, the kitchen and the lounge area. On the other hand, the less used was the laundry service, and as the hostel owner concluded “only long-stays use the washing machine” and normally guests did not stay long.

6.1.1 Sleeping facilities

Dream Hostel offers a combination of dormitories and private rooms. As average, rooms were valued as “very good” by the respondents. The private rooms were reserved further in advance than the dormitory ones, as there are just a few, and according to the owner more small rooms are planned to be offered. The data of this thesis revealed that dormitory and shared room users appreciated secure lockers, some hanging space (for instance, for clothes), and individual reading lights. So concerning these matters, many respondents suggested that *Dream Hostel* should install some small reading lights on each bed in order not to disturb the others, as well as some shelves to gather personal belongings. Some others also complained about the possibility not to open the window in the dormitory rooms as for moments it was very warm inside the room.

6.1.2 Self-catering / kitchen

Self-catering / kitchen services were considered very important for the respondents as both can be considered as a cost saving and nutritional options. Most of the respondents used the kitchen and valued its cleanliness and usefulness, as all considered that the kitchen area was cleaned and valued it as an excellent facility. It is very important to offer this service as many of the respondents stated that they normally consider a booking depending mainly of this service. For instance, many respondents affirmed that eating out in Tampere was very expensive and they really appreciated the possibility to cook at the hostel and have a clean kitchen. But many of them suggested to *Dream Hostel* that the breakfast should be included in the price but they appreciated the free coffee and/or tea at any times. Normally the kitchen was busy during early hours in the morning, but as the lounge/common area is next to, it was enough space for everybody. Also the tools provided to cook are new and there are enough of them according to most of the respondents. Guests are required to wash their dishes and also clean up their left-overs.

6.1.3 Common spaces

Common spaces are really important for hostels as they are the main area to foster new interactions between travellers. Normally travellers get to know each other in the common areas. These areas are normally the most preferred by the travellers at the hostels, as they can easily chill-out there by reading books, talking to travellers, use the internet, and have a coffee. Respondents valued the lounge area at *Dream Hostel* as very good and the owner of the hostel did not want to install a TV in order to create interactions between travellers.

6.1.4 Accommodation size

Respondents really appreciated the cleanliness at *Dream Hostel* and also that all the facilities were brand new. The hostel is not extremely huge but big enough to socialise and to share the facilities without disturbing anyone. So far no respondents complained about noise or some other disturbs. The owner of the hostel stated that “we always want to improve” concerning some new facilities and also regarding the space in the hostel.

6.1.5 Location and safety

The location was considered by the respondents to be a very important element in order to whether decide or not to book a hostel for both solo travellers and group travellers. Locations close to the city centre and/or near the train and bus station are the ideal for most of the travellers. Some travellers also considered important for a hostel location not to be right in the centre in order to avoid possible noises that might disturb them, even though the safety in the area where the hostel is located is really important. Concerning this matter, *Dream Hostel's* location was valued by the respondents as good, even though there were some comments in order to improve this issue. For instance, some travellers suggested to the hostel to improve their signs in order to get to there, especially in the city centre or at the bus and train stations. Also at the

airport, according to a few of the respondents, some advertisement should help the guest to have some hints about how to reach the hostel. A respondent also said that the hostel “must be more visible from outside the street.”

The security at *Dream Hostel* was highly appreciated by the respondents during this research. None of them did complain about some negative issue concerning their belongings or about some kind of theft. Even though they suggested providing more personal shelves in the room to leave their personal things. The free luggage storage was also valued positively for especially those guests who checked-out in the morning and had their transport connections later in the evening. A respondent stated concerning the safety that “*Dream Hostel* assumes trust between travellers, something that neither does nor happen in other destinations.” Besides this *Dream Hostel* believes in the front desk staffing 24 hours a day and also the staff is concerned about locks on the doors, bathrooms, main door and windows.

6.1.6 Host / guest interactions

This research suggests that host / guest interactions are the key in order to have an overall positive experience for travellers. The travel information available at the hostel and how the staff provides it to the guests is very important for the travellers and it might be the starting point in order to create further interactions and connections between the guests and the staff. Generally all the respondents assumed that these kinds of hostels such as *Dream Hostel* are good to make interactions between travellers. Some respondents stated that “more activities at the hostel may be offered” and considered that the feedback from the guests is really important. A respondent affirmed that “the *Dream Hostel* staff is really the best.”

6.2. Holiday planning and booking

Travellers staying at backpackers hostels are more independent and flexible travellers than others. Respondents said that during the trips they normally used the internet for email, work or booking and/or travel information purposes.

6.2.1 Booking patterns

According to the hostel owner, there was not a clear booking pattern between guests, so all of them had their own way to book the hostel. And according to the respondents' answers the booking patterns varied, internet being the mostly used information source by the respondents (figure 11). Within this source, Google and both of the most used hostel searchers (hostelworld.com and booking.com) were the mostly used ones by the respondents.

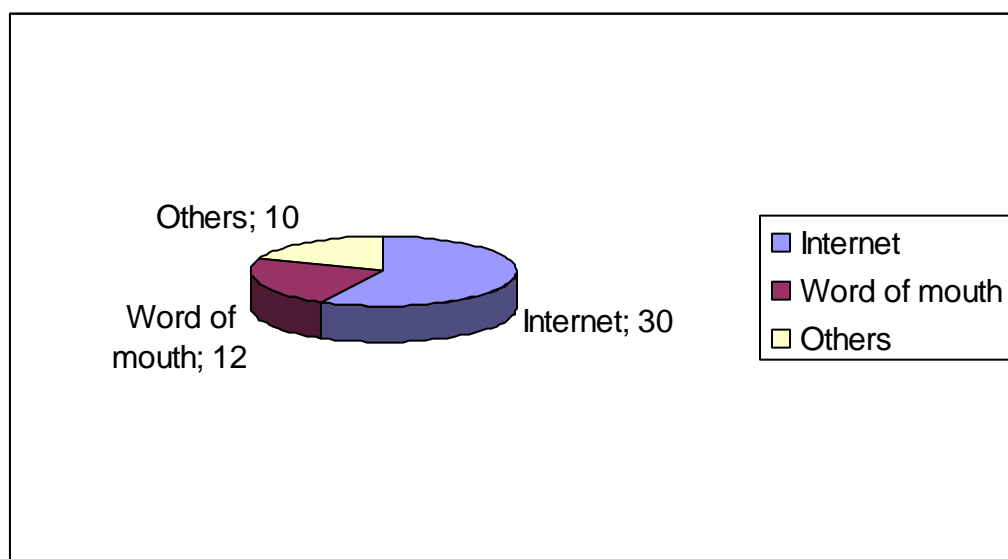


FIGURE 11. Information used to book (the amount of respondents)

Just a few respondents said that they searched/found the hostel by walking around in the city, whilst also a few young guests said that “our university booked the hostel for us” taking in consideration educational purposes for those guests. Some of them admitted that they had modified the booking methods during the last five years, mainly for instance from booking at the

hostel by calling to book the hostel on internet by using some hostel searchers. But some other respondents were not sure about whether they had changed their methods or not. It was noticed during the research that not many of the respondents read any kind of travel books or guides such as for instance “Lonely Planet” or “The Rough Guide”, and this might be due to the generalized use of the internet nowadays and also due to the fact that it is quicker and cheaper to check information by internet. This thesis suggests that backpackers are considered as a type of independent travellers, characterised by the feature of not booking the vacations beforehand.

6.2.2 Word of mouth

Recommendations from family or friends have been recognised as one of the strongest forms of marketing a business can have so far. Within the backpacker world this is also very important considering the interaction that travellers have and also the travel stories highlighted by positive or negative experiences. In figure 11 it was observed that “word of mouth” was the second source of information used after internet, and it is a continuous way to market, promote and book a business like a hostel. The fact that *Dream Hostel* is a new hostel, gives still even more importance to the “word of mouth” as travellers will normally spread out the opinion they got of the hostel. Most of the respondents would come back to Tampere and recommend it as a destination to other people, and most of them gave a positive feedback of the hostel which is very important as hostel travellers normally spread the word very quickly.

6.3 Industry perspectives and response to market needs and expectations

It is important to determine what the current situation at Dream Hostel in Tampere is and what are the needs to improve the situation in a positive way. It is always difficult to run a new business in a location where it was not used to have this kind of an accommodation, but on the other hand as a new place it might be also very interesting and profitable for both the manager and the

whole city and its services. Considering that it has been stated by some local people that Tampere did not have a real cheap accommodation to offer, so in this case *Dream Hostel* emerged as something new into an empty market in Tampere and it is achieving little by little a success in this industry.

6.3.1 Hosts' objectives, expectations and benefits

As *Dream Hostel* is a brand new hostel, the owner did not know what kind of expectations they should receive and therefore he could not estimate the benefits. He also said that "Tampere has not a clear image, and it should be trendier then." This sentence refers to that travellers do not know what they are going to expect from Tampere, which at some point is also positive. Someone who opens a hostel like *Dream Hostel* needs to have an open mentality as even if he/she does not travel around the world once working at the hostel, the world comes to him/her. These businesses are normally "family-minded" and participation by family members is consistent with the organisational structure. Hosts believe that backpackers' management is a full-time responsibility, and it was noticed during the time being at the hostel with the questionnaires that the hostel management (owner and the rest of the staff) frequently interacted with guests, not only during the check-in, but also during the day and the evenings. This fact is very important as a later stage the traveller will take good memories and experiences from the hostel staff, and a positive feedback and/or comments are absolutely a must in case the hostel wants to improve its business.

The owner of *Dream Hostel* considered as "essential" the guests' feedback on the website, on other sites related as well as the "word of mouth" feedback. The hostel can also give benefits to other establishments such as supermarkets, bars or shops, and as well get benefit from the use of gym or sauna in the proximity. Local people and services are also involved by bringing these travellers to the hostel, so the benefit can be real and satisfactory. A respondent stated that "I will return to Tampere again, even though services and food are expensive." And many respondents noticed the "kindness and

helpfulness” of local Finnish people, this is also very important concerning the feedback. Weather conditions are a real fact that can stop some travellers to come to Tampere as a respondent said “better in the summer than in winter.” Actually, it was noticed during the research that winter was the low season whilst summer is high season at *Dream Hostel*.

6.3.2 Facilities and services

Even though *Dream Hostel* is a new business, this research suggests that small businesses are innovative and able to respond to the market requirements. The customer satisfaction in the case of *Dream Hostel* was more positive than negative from the beginning, so this fact helped to give a good position for the hostel.

Concerning the services, some respondents gave some recommendations during the research in order to improve the current situation. A respondent said that “the staff should give better information about the activities that might be done in Tampere and surroundings” and also some of them following some other hostels activities, suggested to do some more common activities inside the hostel. Nevertheless, *Dream Hostel* has been awarded in March 2011 as the best hostel in Finland 2010 according to “Hostelworld” customers, which is a good success after not even one year of the hostel opening.

6.3.3 Marketing and services

The owner of *Dream Hostel* said that in summer 2010 the business went “average” and he believed that during next summer 2011 it will be successful. He was a bit afraid about the hostel industry in Tampere, as some new hotels are going to be established, but on the other hand he was confident to affirm that the reputation already given to the hostel was positive and the perspectives about new flight routes originated by low-cost companies, being Ryanair the most important one, is a positive fact to consider for the hostel

business. In fact, Ryanair has scheduled new direct routes towards Spain and Italy starting during spring 2011 from and to Tampere. If it is considered that Spanish and Italian people will be among the majority of the guests visiting the hostel, this might be understood as a positive issue.

The owner made remarks that “it is hard to say how much I could spend yearly on advertising; for sure something between 0 – 5000 €.” An advertisement has been last October in Ryanair magazine on-board in order to promote the hostel, which means that Ryanair passengers are a real target, as many of them arrive to Tampere by this low-cost airline. “Word of mouth” is however the best significant market resource and also for free, so the hostel tries its best to give a good service. Feedback and comments in hostels booking websites are also very important, as well as the opinions and articles written in travel guides. Low season success or not is very important in order to clarify the amount of the investments needed for further development. During the research it was observed that educational purposes are being important in Tampere due to the high level of the education, and therefore the owner of *Dream Hostel* would like to re-focus some advertising by getting in touch with some schools/universities/institutions as those can provide groups of students (usually young people), teachers and then later on these people may also spread the word among families and friends. The hostel capacity is also very suitable for these kinds of groups.

The website of a hostel is very important for the promotion and to market the business in the right place. The information of the website must give a clear picture of what the travellers can expect and also be efficient in giving travel information. According to the respondents, the website of *Dream Hostel* was rated as “very good”. Twenty-seven of the respondents said this (table 9). It was a surprise that eight of the respondents did not even check once the website before coming to the hostel, and this confirms that the feedback, comments and pictures in hostel networks and hostel booking websites are really important. Seven of the respondents stated that the website was “excellent” which is a positive aspect as normally websites take time to get the final version and they are in continuous evolution. Lately the website was

translated into new languages which facilitates the options to different nationalities.

TABLE 9. Information available at the website

Possibilities	Respondents' answers	Percentage of answers
1. Very good	27	51,92 %
2. Good	8	15,38 %
3. Do not know	8	15,38 %
4. Excellent	7	13,46 %
5. Fair	2	3,86 %
6. Poor	0	0 %

Even though the positive outcome of the website, some respondents gave some suggestions to improve the quality and service of the website. One respondent stated that “I missed more photos of the hostel areas and also why not some videos about some activities that are taken in the hostel.” Other responded suggested that “why not to have a picture of the hostel staff and some personal comments about them.” Another respondent recommended to have some box or space on the website to let the travellers write some feedback, and other young respondent said that “I missed some travel information and what kind of activities are offered to do in Tampere and surroundings”.

7 CONCLUSION

This bachelor's thesis states that backpacking emerged in Tampere since the moment a new hostel, *Dream Hostel*, started its business. Even though the term *backpacking* within the tourism field is still a bit controversial, travellers are arriving to Tampere in order to experience something different and discover a new destination, something that is a characteristic of a backpacker. It is also clear that there is not yet a real backpacker culture in Finland, including Tampere, even many Finnish people have been backpackers around the world. Generally speaking, every single traveller has different motivations to travel and there are not defined motivations, but it is perceived that discovering new destinations, meeting new and different people, experiencing different ways of life and satisfying own needs and curiosity are the most relevant ones. In the case of Tampere, being an unknown place, there is a bit more curiosity towards visiting it. In addition, it has been found out that the main motives to visit Tampere are the culture and the nature; these have been described by some travellers as amazing.

Since *Dream Hostel* has been opened, more travellers are visiting Tampere, as nowadays there is the possibility for a cheap accommodation. So the hostel is clearly making an effort to expand this type of tourism in Tampere. This research indicates that the development of backpacking tourism may have positive and negative impacts on the environment and the host society. Small businesses, universities, tourism enterprises and other locations near Tampere can get advantages of this situation and more knowledge of the city will be spread between travellers and this will help to enrich the culture and economy of the city and the region. On the other hand, some local Finnish people still think there is not a need for receiving these kinds of travellers and they rather prefer to protect their culture and environment than to improve them with the assistance of tourism.

This research states that *Dream Hostel* business still needs to be "recognized" as there are some weak seasons that should be filled by other ways

(educational groups, cultural events...), even though it has been awarded as “Best Hostel in Finland 2010”. Students have been recognised to be a positive issue in order to bring more people and also to spread the “word of mouth.” New travellers will also have new requirements and through this new supplies for the tourism services will be offered. Therefore this thesis considers that local cooperation and collaboration in order to arrange new tourism services to travellers are needed and new innovations resources are needed within tourism. Also it was observed that there is a need for more general travel information in Tampere and surroundings (especially in English).

Generally speaking, this research states that cheap flights can easily increase the bookings in cheap accommodations – hostels -. Concerning this matter, low-cost airlines are very beneficial to Tampere, because they bring travellers and as the connections from and to Tampere are increasing, *Dream Hostel* should take advantage of this situation. It is wise to suggest some more investments on low-cost airlines and promote the hostel as such. This thesis suggests to *Dream Hostel* to improve their promotion either at national or international level. Thus, this suggestion includes a better promotion in Tampere (at the airport, around the city and amongst local people), and also to improve its website and its position on internet by some optimization techniques. Being the main backpacker/traveller hostel in the city it is a must that *Dream Hostel* might take this as an advantage rather than be satisfied with the current situation.

Lastly, this research suggests that travellers who read this work and visit Tampere might use some internet network, blogs or travel communities in order to promote Tampere as a destination. This thesis also recommends further researches and/or studies concerning whether Tampere is a suitable backpackers’ city or not, as at the moment it is not possible to give a statement. In addition, the topic of this thesis is left “open” to be observed and analysed with further results as it is clear that backpacking tourism is a field in continuous evolution.

REFERENCES

- Ateljevic, Irena and Doorne, Stephen (2004) Theoretical Encounters: A Review of Backpacker Literature, in *The Global Nomad: Backpacker Travel in Theory and Practice*, ed. Richards, G and Wilson, S. Clevedon, England: Channel View Publications.
- Binder, J. (2004). Backpacking: Anthropological perspectives. In G. Richards & J. Wilson (Eds.), *The global nomad: Backpacker travel in theory and practice* (pp. 92–108). Clevedon, U.K.: Clear Channel Publications.
- Bryon, J. & Derre, L. (2008) The relationship between authenticity and the tourist experience. Electronic references. Read 3.11.2010. http://www.kuleuven.be/steunpunttoerisme/main/files/nieuwsbrief/oktober_2008/paperNVVS_bryon_derre.pdf
- Cohen, E. (1973). Nomads from affluence: Notes on the phenomenon of driftertourism. *International Journal of Comparative Sociology*, 14(1–2), 89–103.
- Cohen, E. (1992) Pilgrimage Centers: Concentric and Excentric, *Annals of Tourism Research*, vol.19, pp. 33–50.
- Cohen, E. (2004) Contemporary tourism: diversity and change. Elsevier. 17–142. Electronic references. Read 28.10.2010. http://books.google.es/books?id=dZguTW_sJ0wC&printsec=frontcover&dq=cohen+contemporary+tourism&cd=1#v=onepage&q&f=false
- Cooper, Fletcher, Gilbert, Shepherd, Wanhill (1998) *Tourism, principles and practice*, Second Edition. Longman.
- Curtis, R. (2005) *The backpacker's field manual: a comprehensive guide to mastering backcountry skills*. Three Rivers Press. Electronic references. Read on 28.10.2010. http://books.google.es/books?id=PqDm09G9nD0C&dq=inauthor%3A%22Rick%20Curtis%22&source=gbs_book_other_versions
- Dann, G. (1977) Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 6, 408–24.
- Dann, G. (1981) Tourist motivation: An appraisal. *Annals of Tourism Research*, 8 (2), 187–219.
- Decrop, A. (1999). Qualitative research methods for the study of tourist behavior. In A. Pizam & Y. Mansfeld (Eds.), *Consumer behavior in travel and tourism* (pp. 335–366). New York: Haworth Hospitality Press.
- Desforges, L. (2000). Traveling the world: Identity and travel biography. Electronic Version. *Annals of Tourism Research*, 27(4), 926–945.

Doorne, S. (1994). Symbiosis, integration and the backpacker tourist industry. Victoria University, Wellington, NZ.

Elsrud, T. (2001) Risk creation in travelling: Backpacker adventure narration. *Annals of Tourism Research*, 28 (3), 597–617.

Firth, T. & Hing, N. (1999) Backpacker hostels and their guests: Attitudes and behaviors relating to sustainable tourism. *Tourism Management*, 20, 251–254.

Hampton, M. P. (1998). Backpacker tourism and economic development. Electronic Version. *Annals of Tourism Research*, 25(3), 639–660.

Hannam, K. & Ateljevic, I. (2008) Backpacker tourism: concepts and profiles. Channel View Publications. Electronic references. Read on 26.10.2010. http://books.google.es/books?id=qX_rCqhLzNEC&pg=PR7&dq=backpacking+in+finland&hl=es&ei=ErmdTNGZNlZBswbL6LDmDg&sa=X&oi=book_result&ct=result&resnum=9&ved=0CFcQ6AEwCA#v=onepage&q=backpacking%20in%20finland&f=false

Hannam, K. & Diekmann, A. (2010) Beyond backpacker Tourism: Mobilities and Experiences. Channel View Publications. Electronic references. Read on 26.10.2010. <http://books.google.es/books?id=rNwtjtMXzz0C&printsec=frontcover&dq=related:ISBN1845410777#v=onepage&q&f=false>

Harrison, J. (2003) Being a tourist: finding meaning in pleasure travel. UBC Press. Electronic references. Read on 4.11.2010. <http://books.google.es/books?id=DSfdo69SiZ0C&printsec=frontcover#v=onepage&q&f=false>

Huxley, L. (2004), Western backpackers and the global experience: an exploration of young people's interactions with local cultures, *Tourism, Culture & Communication*, vol.5: 37–44.

Loker-Murphy, Laurie and Philip Pearce (1995) Young Budget Travelers: Backpackers in Australia. *Annals of Tourism Research*. Vol 22, No 4, pp 819–843.

Lominé, L. & Edmunds, J. (2007) Key concepts in Tourism. Palgrave Macmillan.

Mannel, R.C. & Iso-Ahola, S.E. (1987) Psychological nature of leisure and tourism experience. *Annals of Tourism Research*, 14, 314–31.

MacCannell, D. (1999) The tourist: a new theory of the leisure class. New York: Schocken. 17–56.

Markward, A. (2008) Backpackers: the next generation. Auckland University of Technology, New Zealand.

Maslow, A.H. (1970) *Motivation and personality* (2nd. ed). Harper and Row: New York.

Mochis, G. P. (2003). Marketing to older adults: an updated overview of present knowledge and practice. Electronic Version. *Journal of Consumer Marketing*, 20(6), 516–525.

Murphy, L. (2001) Exploring social interactions of backpackers, *Annals of Tourism Research*, vol. 28, pp. 50–67.

Nash, R., Thyne, M., & Davies, S. (2006). An investigation into customer satisfaction levels in the budget accommodation sector in Scotland: A case study of backpacker tourists and the Scottish Youth Hostels Association. *Tourism Management*, 27, 525–532.

Nieoczym, A. (2003) *Globalization, tourism and the commodification of imagination: an ethnography of backpacking*. Simon Fraser University, Canada.

Neher, A. (1991) Maslow's theory of motivation: a critique. *Journal of Humanistic Psychology*, 31 (3), 89–112.

Noy, Chaim (2004) This Trip Really Changed Me: Backpackers' Narratives of Self-Change, *Annals of Tourism Research*, Vol.31, no.1.

Obenour, W. (2004) Understanding the meaning of the 'journey' to budget travellers, *International Journal of Tourism research*, vol. 6, no.1: 1–15.

O'Reilly, C. C. (2006) From drifter to gap year tourist: mainstreaming backpacker travel, *Annals of Tourism Research*, 33 (4), 998–1017.

Page, J.P. & Connell, J. (2006) *Tourism: A modern synthesis*. London: Thomson Learning, 531 pp.

Pearce, P. & Morrison, A.M. & Rutledge, J.L. (1998). *Tourism: Bridges across continents*. Sydney: McGraw-Hill, Chapter 2, 'Motivational influences in tourism demand'.

Pearce, P. L. (2006). Backpacking and backpackers - A fresh look. *Tourism Recreation Research*, 31(3), 5–10.

Perret, C. (2007) *Travel motivation of Independent Youth Leisure Travellers*. University of Manitoba, Winnipeg, Canada.

Richards, G., & Wilson, J. (2003) Today's youth travellers: Tomorrow's global nomads. *New horizons in independent youth and student travel*. Electronic Version. Amsterdam: International Student Travel Confederation (ISTC).

Richards, G. & Wilson, J (2004) *The Global Nomad. Backpacker travel in theory and practice*. Channel View Publications. 3-108, 253–279.

Riley P.J. (1988) Road culture of international long term budget travellers. *Annals of Tourism Research*. Vol 15, pp 313–328.

Ryan, C. & Mohsin A. (2001) Backpacker: Attitudes to the “Outback”. *Journal of Travel and Tourism Marketing* 10 (1), 69–92.

Schaffer, T.S. (2004) Performing backpacking: Constructing “authenticity” every step of the way, *Text and Performance Quarterly*, vol. 24, no.2: 139–160.

Scheyvens, R. (2002) Backpacker tourism and third world development. *Annals of tourism research* 29, 144–164.

Sorensen, Anders (2003) Backpacker Ethnography. *Annals of Tourism Research*. Vol 30, No 4, pp 847–867.

Suvantola, J. (2002) *Tourist’s experience of place*. Ashgate.

Townsend, C. (2001) *The advanced backpacker: a hand-book of year-round, long-distance hiking*. Ragged Mountain Press. 1–9. Electronic references. Read on 26.10.2010. <http://books.google.es/books?id=DrTzrHn8PQwC&printsec=frontcover#v=onepage&q&f=false>

Uriely, N. (2005). The tourist experience: Conceptual developments. *Electronic Version. Annals of Tourism Research*, 32(1), 199–216.

Urry, J. (2002) *The tourist gaze (Second Edition)*. London: Sage. Electronic references. Read on 5.11.2010. <http://books.google.es/books?id=8jRiz-yPEnMC&printsec=frontcover#v=onepage&q&f=false>

Visser, G. (2004) The development impacts of backpacker tourism in South Africa. *Geojournal* 60, 283–299.

Vogt, J. W. (1976). *Wandering: Youth and travel behaviour*. *Annals of Tourism Research*, IV(1), 25–41.

Couch surfing: www.couchsurfing.org/ Read on 10.11.2010.

Dream Hostel Oy: www.dreamhostel.fi Read on 10.11.2010.

Hostelworld: www.hostelworld.com Read on 10.11.2010.

Go Tampere Oy: www.gotampere.fi/statistics (and brochures) Read on 02.10.2010.

APPENDIX 1

INTERVIEW QUESTIONNAIRE (FOR BACKPACKER/HOSTEL GUESTS)

1. What is your gender?

- ☐ Male
☐ Female

2. What is your age range?

☐ < 20 ☐ 21–25 ☐ 26–30 ☐ 31–40 ☐ 41–50 ☐ > 51

3. What is your nationality?

4. Which country do you come from?

5. Which country do you go to?

6. With whom are you travelling?

- ☐ Alone
☐ Couple
☐ Family
☐ Friend(s)
☐ Others, specify: _____

7. I am:

- ☐ studying
☐ working
☐ unemployed
☐ retired
☐ other, specify: _____

8. Have you been to Tampere before?

- ☐ Yes; if yes, how many times? _____
☐ No.

APPENDIX 1: 2(5)

9. How long will you be in Tampere?

- ☐ 3 days or less
- ☐ Less than a week
- ☐ Less than 2 weeks
- ☐ More

10. Have you arrived in Tampere in order to continue your trip, either in Finland or somewhere else?

- ☐ Yes; if yes, where in Finland do you go? _____
- ☐ No.

11. In what countries have you also travelled?

12. What are your main reasons to travel? (choose the ones suitable for you)

- ☐ to satisfy my curiosity and explore new ideas
- ☐ to learn about things and more about myself
- ☐ to meet new and different people
- ☐ to interact with both local residents and other travellers
- ☐ to be socially competent and skillful
- ☐ to see new places/new things
- ☐ to improve my skills and ability as a traveller
- ☐ to be active and keep in shape physically
- ☐ to avoid the hustle and bustle of daily life
- ☐ to find myself
- ☐ to contribute to the places I visit
- ☐ to experience different cultures and ways of life
- ☐ to see cultural/heritage sites (e.g. museums, galleries, historic sites)
- ☐ to have fun, to be entertained
- ☐ to do things I have never done
- ☐ to do the things the locals do
- ☐ to travel somewhere affordable
- ☐ others, please specify: _____

13. What are your perceptions about travelling?

APPENDIX 1: 3(5)

14. How can you define yourself as a traveller?

15. Is there a difference between a traveller and a tourist?

___ Yes; if yes, specify: _____

___ No; if no, specify: _____

16. What does the word “backpacker” mean to you?

17. When/where did you first start hearing/using the word backpacker?

18. What types of accommodation do you normally use once travelling?

___ Backpacker hostel

___ Camping site

___ Hotel

___ Rented apartment

___ Youth hostel

___ Others, please specify: _____

19. When planning this trip from your home country, did you plan on using backpacker hostels?

___ Yes; if yes, specify why? _____

___ No.

20. What information sources did you use to find out and book this hostel?

___ some advertisement; specify which one: _____

___ internet; specify the website(s): _____

___ some travel guide or book; specify which one: _____

___ word of mouth (e.g. by friends, colleagues...)

___ others, please specify: _____

APPENDIX 1: 4(5)

21. Have you changed your booking methods since 5 years ago?

___ Yes; if yes, specify: _____
 ___ No; if not, specify: _____

22. How would you rate the information available of this hostel on internet?

___ Excellent
 ___ Very good
 ___ Good
 ___ Fair
 ___ Poor

23. Would you please define a “good stay” at a backpacker hostel:

24. How would you rate the quality of the accommodation services and facilities at Dream Hostel?

	Poor	Fair	Good	Very good	Excellent
Rooms	_____	_____	_____	_____	_____
Toilets	_____	_____	_____	_____	_____
Kitchen area	_____	_____	_____	_____	_____
Internet access	_____	_____	_____	_____	_____
Staff	_____	_____	_____	_____	_____
Lounge area	_____	_____	_____	_____	_____
Laundry	_____	_____	_____	_____	_____
Activities offered	_____	_____	_____	_____	_____

25. What facilities do you use at backpacker hostels?

APPENDIX 1: 5(5)

26. How could the information available about Dream Hostel be improved?

27. Are there any improvements in your opinion that could be done regarding the accommodation services for the backpackers in Tampere?

___ Yes; if yes, specify: _____

___ No; if no, specify: _____

28. Do you think that these kinds of hostels are good to make interactions among travellers?

___ Yes; if yes, specify: _____

___ No; if no, specify: _____

29. What were your main interests during your visit to Tampere?

___ Art and history

___ Culture

___ Nature

___ Sports activities (e.g. winter sports)

___ Others, please specify: _____

30. Were your expectations about Tampere fulfilled?

___ Yes.

___ No; if no, specify: _____

31. Would you recommend Tampere as a backpacker destination to some other travellers?

___ Yes; if yes, specify: _____

___ No; if no, specify: _____

32. What do you consider that was the most relevant thing about your trip?

33. Please feel free to give any other relevant feedback concerning the hostel or the backpacking environment.

THANK YOU FOR YOUR CONTRIBUTION!

APPENDIX 2

INTERVIEW QUESTIONNAIRE (FOR BACKPACKER/HOSTEL OWNER)

1. How long have you been in business as a backpacker's hostel owner?

- ___ less than one year
 ___ between one and three years
 ___ more than three years

2. Why did you choose to enter this particular market / business?

3. Did you travel as backpacker before opening this business?

- ___ Yes; if yes, specify where: _____
 ___ No.

4. How have you seen the backpackers business change during last years?

5. Who are your biggest competitors and why?

6. Which of the backpackers / hostel associations do you belong to? Any advantages of belonging to that specific one?

7. How satisfied are you with the business at the present time?

- ___ Full
 ___ Average
 ___ Poor

8. How your business went during summer 2010?

- ___ Excellent

APPENDIX 2: 2(5)

- ☐ Very good
- ☐ Average
- ☐ Poor

9. What is your opinion about how your business will do next summer? And in the next few years?

10. What will be the major changes –positive and/or negative- within this particular industry?

11. Who is your “typical” guest?

12. How many non traditional backpackers do you host?

- ☐ Many of them
- ☐ Average
- ☐ Just few of them
- ☐ Other, specify: _____

13. What were you criteria to choose the type of rooms?

- ☐ Age
- ☐ Gender
- ☐ Groups
- ☐ Other, specify: _____

14. Are the private use rooms reserved further in advance than the dormitory ones?

- ☐ Yes; if yes, specify: _____
- ☐ No.

15. Do all the guests have the same booking patterns as others?

- ☐ Yes; if yes, specify: _____

APPENDIX 2: 3(5)

___ No; if no, specify: _____

16. Are you satisfied with the investment done in the hostel regarding the facilities?

___ Yes.

___ No; if no, how would you like to modify or add something in the near future: _____

17. Are the guests using all the facilities at the hostel?

___ Yes.

___ Not all; if not all, specify why: _____

18. Have you ever asked the guests if they know about the meaning of "backpacking"?

___ Yes; if yes, what is the common answer: _____

___ No

19. Do all the guests normally interact with each other?

___ Yes; if yes, what kind of talks do they have: _____

___ No.

20. What kind of market segment do you like to focus on?

21. Where do you advertise your business?

22. How much do you spend yearly on advertising, or planning to spend?

23. How do you think Go Tampere Oy is doing with their marketing efforts to increase tourism in Tampere?

___ Excellent

___ Very good

APPENDIX 2: 4(4)

- ☐ Good
☐ Fair
☐ Poor

24. Do you think that the low cost airline companies are also a benefit for Tampere and in your case for your hostel?

- ☐ Yes; if yes, specify: _____
☐ No; specify why: _____

25. What are the needs missing from a marketing perspective to strengthen Tampere as a destination for backpackers?

26. What would you like to re-focus on your own advertising?

27. What do you need to do to re-focus your own hospitality offerings?

28. How important are the guests' feedbacks about your hostel on your website or other sites related?

- ☐ Essential
☐ Very important
☐ Relevant
☐ Not very important
☐ Useless

29. Please feel free to give other comments do you have concerning this questionnaire related your business?

THANK YOU FOR YOUR CONTRIBUTION!

APPENDIX 3

EXPLORATORY SURVEY QUESTIONS (INTERNATIONAL VISITORS IN TAMPERE)

Nationality: _____

Age: ____ <20 ____ <21-30 ____ <31-40 ____ <41-50 ____ <51

Travelling with: ____ alone ____ couple ____ family ____ friend(s) ____ partner

Accommodation type: ____ Apartment ____ Backpackers ____ Bed & Breakfast
____ Family & Friends ____ Hotel

How long are you in Tampere: ____ days ____ weeks ____ months

What information sources did you use to find out and book your trip to Tampere?

____ Family & Friends ____ Internet ____ Travel agent
____ Others, specify: _____

Have you heard of “backpacker” accommodations? ____ Yes ____ No

What does the word “Backpacker” mean to you?

Have you ever been backpacking?

____ Yes; if yes, where and when? _____
____ No.

What is for you the most relevant thing about backpacking?

Do you see Tampere as a potential place for backpackers?

____ Yes; if yes, specify: _____
____ No; if no, specify: _____

APPENDIX 4

EXPLORATORY SURVEY QUESTIONS (FINNISH PEOPLE IN TAMPERE)

Age: ☐ <20 ☐ <21-30 ☐ <31-40 ☐ <41-50 ☐ <51

How often do you travel abroad from Finland?

☐ >10 times a year ☐ > 5-9 times a year ☐ >1-4 times a year

What kind of accommodation do you normally use?

☐ Apartments ☐ Backpackers ☐ Bed & Breakfast ☐ Camping
☐ Family & Friends ☐ Hotel

What sources of information do you normally use to find out and book your trip?

☐ Family & Friends ☐ Internet ☐ Travel agent ☐
 Others, specify: _____

What does "Backpacker" mean to you?

Have you ever been backpacking?

☐ Yes; if yes, where and when? _____
☐ No.

Have you heard about any backpacker accommodation in Tampere?

☐ Yes; if yes, specify where and how: _____
☐ No.

Do you think that backpacking could contribute tourism in Tampere and enrich some aspects with local people due to its interaction?

☐ Yes; if yes, specify: _____
☐ No.

Do you see any negative points about backpacking in Tampere?

☐ Yes; if yes specify: _____
☐ No.